NBC
A SERVICE OF RCA

November 1, 1956

NBC-TV AND RADIO TO CAP GREATEST GET-OUT-VOTE CAMPAIGN IN BROADCAST HISTORY WITH ALL-DAY ELECTION DAY DRIVE

Capping the greatest get-out-the-vote drive in broadcasting history, NBC Television and Radio will carry on an intensive all-day non-partisan campaign Election Day, Tuesday, Nov. 6.

At every station break, NBC Radio listeners will be hearing "Better run, better hurry. Vote today; it's the American way" and, alternately, "You can't vote tomorrow, do it today. Vote! Do it today." At frequent TV station breaks, viewers will be told -- against a telop marked "VOTE" -- "Your vote is your voice in government. Speak up!"

The NBC-TV network will continue its frequent screenings of a one-minute film in which President Eisenhower and Adlai E. Stevenson speak on the importance of voting. Another continuing feature, on both NBC-TV and Radio, is Hy Zaret's "Little Songs for Busy Voters."

Also continuing through Election Day will be NBC Radio's "See You at the Polls," a 10-week series featuring Americans prominent in industry, labor, education, religion,

(more)

patriotic and service organizations, and other fields of national life. The series is heard six times weekly in cooperation with the American Heritage Foundation. Each of these leading citizens stresses the importance of registering, knowing the issues and voting in this Presidential election year.

A half hour NBC-TV show titled "See You at the Polls" was telecast Oct. 8 in cooperation with American Heritage Foundation and featured Bing Crosby, Bob Hope, Ethel Merman, Jimmy Durante, Groucho Marx and other stars of the entertainment world.

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NBC-New York, 11/1/56

NBC TRADE NEWS

PAN AMERICAN WORLD AIRWAYS TO BECOME AN ALTERNATE SPONSOR OF 'NBC NEWS'

Pan American World Airways will sponsor NBC-TV's new evening news program, NBC NEWS, on alternate Tuesdays starting Jan. 1, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

Chet Huntley and David Brinkley, the NBC news reporters who won widespread praise for their recent political convention commentary, are co-editors of the program, seen Monday through Friday, 7:45-8 p.m., EST.

The 52-week contract was placed through J. Walter Thompson Co., advertising agency for Pan American, and brings to five the number of advertisers on "NBC News."

The other sponsors are the Studebaker-Packard Corp. (Mondays), the Sperry-Rand Corp. (Tuesdays until Nov. 6, Thursdays effective Nov. 15 and thereafter), Time, Inc., (alternate Wednesdays) and Miles Laboratories (alternate Wednesdays and every Friday).

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NBC-New York, 11/1/56

NBC SPOT SALES

News

NEW BUSINESS AND PROMOTION DEPARTMENT OF NBC SPOT SALES STRENGTHENED BY STAFF ADDITION AND TWO PROMOTIONS

A strengthening of the staff of the New Business and Promotion Department of NBC Spot Sales was announced today by Mort Gaffin, Director of New Business and Promotion. A sales promotion specialist has been added to the staff and two promotion writers have been advanced to more responsible positions.

Herb Rothman has joined NBC Spot Sales as a sales promotion specialist. Formerly advertising promotion manager of Whitney Publications, Inc., New York, he had previously been a promotion writer for Time, Inc. (1953-55) and the Ruberoid Company (1951-53). From 1949 to 1951, he was editor of "Real Estate Service," a publication of Prentice-Hall, Inc. Mr. Rothman, who served in the Navy during World War II, is a graduate of New York University (B.A., 1947) and Brooklyn Law School (LL.B., 1949).

Elaine Simpson has been appointed Promotion Service Supervisor. She joined NBC in 1946 as a promotion secretary in the Radio Recording Division and in

(more)

1952 became a promotion writer for radio and television in NBC Spot Sales. She is a graduate of the University of North Carolina.

Shirley Joblove has been appointed to the position of radio sales presentation writer. Prior to joining NBC Spot Sales in 1953 as a radio promotion writer, she was in the promotion department of Metropolitan Sunday Newspapers, Inc. and had previously been associated with Saks-34th, the New York department store. She was graduated in 1950 from Hunter College.

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NBC-New York, 11/1/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE FOR NOV. 11 - 17

Sunday, Nov. 11

3:30-4 p.m., EST -- ZOO PARADE -- Color film entitled "Jackson Hole, Wyoming -- Part I."

9-10 p.m., EST -- GOODYEAR PLAYHOUSE -- "Stardust II," by Herman Raucher; starring John Forsythe.

Monday, Nov. 12

3-4 p.m., EST -- NBC MATINEE THEATER -- "Love, Marriage and Five Thousand Dollars."

8-9:30 p.m., EST -- PRODUCERS' SHOWCASE -- "Jack and the Beanstalk" -- An original musical, based on the famous fairy tale, with Celeste Holm, Cyril Ritchard, Peggy King, Arnold Stang, Leora Dana and Billy Gilbert, with Joel Grey portraying the title role of Jack. Dennis King will be narrator.

Tuesday, Nov. 13

3-4 p.m., EST -- NBC MATINEE THEATER -- "Step into Darkness."

7:30-7:45 p.m., EST -- JONATHAN WINTERS SHOW.

8:30-9 p.m., EST -- NOAH'S ARK -- Episode titled "The Displaced Deer."

Wednesday, Nov. 14

3-4 p.m., EST -- NBC MATINEE THEATER -- "A Candle in the Dark."

9-10 p.m., EST -- KRAFT TELEVISION THEATRE -- "Before It's Too Late," based on a short story by Gertrude Schweitzer.

(more)

Thursday, Nov. 15

3-4 p.m., EST -- NBC MATINEE THEATER -- "Savrola," by Sir Winston Churchill, adapted for television by Michael Dyne. Starring Sarah Churchill, Lamont Johnson and Victor Jory.

10-11 p.m., EST -- LUX VIDEO THEATRE -- "The Glass Web," adapted for television by Harry Kronman and starring George Nader.

Friday, Nov. 16

3-4 p.m., EST -- NBC MATINEE THEATER -- "A Table Set At Night."

8:30-9 p.m., EST -- WALTER WINCHELL SHOW -- Guest star this evening is Patrice Munsel.

Saturday, Nov. 17

8-9 p.m., EST -- PERRY COMO SHOW -- Lily Pons will be a guest tonight.

PLEASE ADD TO NOVEMBER COLOR SCHEDULE:

Nov. 27 (9:30-10:30 p.m., EST) -- MARCH OF MEDICINE -- "Medical Missionary."

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV:

Monday	Nov. 12	11:25 - 11:30 a.m.	-- WRCA-TV WINDOW.
		1:00 - 2:05 p.m.	-- TEX AND JINX SHOW.
through	through	6:45 - 7:00 p.m.	-- ESSO NEWS.
		11:10 - 11:15 p.m.	-- TEX ANTOINE.
Friday	Nov. 16	11:15 - 11:20 p.m.	-- POWERHOUSE - Jimmy Powers.
		11:20 - 11:30 p.m.	-- HY GARDNER.
Saturday	Nov. 17	11:00 - 11:15 p.m.	-- THE SAVARIN NEWS.

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NBC-New York, 11/1/56

A SERVICE OF RCA

November 2, 1956

ROBERT E. KINTNER'S ELECTION AS AN EXECUTIVE VICE PRESIDENT OF NBC ANNOUNCED TODAY BY ROBERT W. SARNOFF

Will Serve as Member of NBC Executive Council and Be Responsible for Coordinating NBC's Color Television Activities and Expansion

The Board of Directors of the National Broadcasting Company today elected Robert E. Kintner an Executive Vice President of NBC, effective Jan. 1, 1957.

In announcing the election, Robert W. Sarnoff, President of NBC, said that Mr. Kintner would serve as a member of the newly-formed NBC Executive Council and would report directly to the President.

"Bob Kintner has a splendid record of achievement in the important positions he has held in the broadcasting industry," Mr. Sarnoff said. "He possesses an unusual combination of experience, ability and youth -- and NBC will gain added strength through him. His overall knowledge of this complex, fast-growing broadcasting industry will enable us to make wide use of his talents."

Mr. Sarnoff said Mr. Kintner will be given the responsibility for coordinating the color television activities of NBC, which is planning to expand its color TV facilities and programs on a nationwide basis.

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In addition to his function of coordinating color activities, Mr. Kintner will handle other important staff duties as assigned by the President.

Mr. Kintner made the following statement:

"I have evaluated carefully the various positions in broadcasting and related fields that have been discussed with me recently. My decision to go with NBC was based on these reasons: First, I am interested in the future, and color is the future of television. In its dedication to color, in its determination to develop it fully as a national service, NBC stands alone among the networks. Second, I believe this is a business for young men. NBC's new young management team will, in my opinion, lead the network to new heights of achievement. I look forward to making my contribution towards that achievement."

* * *

Mr. Kintner, former President of the American Broadcasting Company, was born in Stroudsburg, Pa., in 1909. Following his graduation from Swarthmore College, he joined the editorial staff of the New York Herald Tribune, where he specialized in financial writing. He then became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington newspaper column.

In addition to his newspaper work, Mr. Kintner co-authored several articles for the Saturday Evening Post and, with Mr. Alsop,

(more)

is the author of the best-sellers, "Men Around the President" and "Washington White Paper."

In 1941, he joined the Army, serving overseas and with the War Department Bureau of Public Relations in Washington. In 1944 he was given a medical discharge from the service with the rank of lieutenant colonel and was awarded the Legion of Merit.

In 1944 he joined ABC as a Vice President with immediate supervision of programming, public services, public relations and advertising. In November, 1946, he was elected Executive Vice President.

Mr. Kintner was elected President of ABC on Dec. 30, 1949. He resigned on Oct. 16 of this year.

He is married, has three children and lives in New York City.

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NBC-New York, 11/2/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NEW $3,500,000 PROGRAM EXPANDING NBC COLOR TV FACILITIES IN NEW YORK AND HOLLYWOOD ANNOUNCED BY ROBERT W. SARNOFF

FOR RELEASE MONDAY A.M., NOV. 5

A new $3,500,000 program to expand the National Broadcasting Company's color television facilities in New York and Hollywood was announced today by Robert W. Sarnoff, President of NBC.

"This color expansion program will put NBC in reach of a goal of two major color television programs every night of the week during the 1957-58 season," Mr. Sarnoff said. "This would represent a substantial increase over the network's current schedule, which provides at least one important color program each evening, in addition to the Spectaculars.

"The color increase will also be a major step toward our aim of ultimately telecasting the bulk of our 'live' shows in color on a regular basis. This plan follows up on last year's $12,000,000 color expansion program, which permitted us to increase by 500 per cent the current season's color programming. It is a further expression of NBC's faith in the future of color television."

(more)

Mr. Sarnoff's announcement followed a meeting of the NBC Board of Directors at which the project was approved.

Highlights of the $3,500,000 program include:

1. Conversion to color of Studio 8-H, the largest facility in Radio City, New York. The conversion will provide for studio audience programs as well as non-audience ones.

2. Modification of Studio 3 at NBC's Color City, Burbank, Calif., for color through use of NBC's color mobile unit.

3. Remodelling of the Colonial Theatre, NBC's first major color studio in New York, for broader use as an audience studio.

4. An expansion of Burbank's color film chains, and an additional color film studio in NBC's New York facilities in Radio City, including four new RCA color film chains.

Present live color production facilities of the network include:

1. "Brooklyn 1" and "Brooklyn 2," the world's largest television facilities.

2. The Ziegfeld Theatre in New York.

3. The Colonial Theatre in New York.

4. Studio 3-K in Radio City.

5. The Color City Studios in Burbank, Calif., "Burbank 2" and "Burbank 4."

(more)

6. The NBC color mobile unit, the only one of its kind in existence and now attached to "Burbank 1."

7. WNBQ, NBC's owned station in Chicago and the world's first all-color station.

8. The HOME Studio in New York, which has color equipment in addition to black and white, permitting frequent color segments within the HOME show.

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NBC-New York, 11/2/56

A SERVICE OF RCA

ALAN W. LIVINGSTON IS ELECTED VICE PRESIDENT,
TV NETWORK PROGRAMS, PACIFIC DIVISION, FOR NBC

FOR RELEASE MONDAY A.M., NOV. 5

Alan W. Livingston has been elected Vice President, Television Network Programs, Pacific Division, for NBC, it was announced today by Thomas A. McAvity, Executive Vice President, Television Network Programs and Sales.

Mr. Livingston joined NBC last April as President of California National Productions, NBC subsidiary, after an outstanding career as Executive Vice President and member of the Board of Directors for Capitol Records. On Oct. 9 he was appointed head of NBC-TV programs originating from the network's Pacific Division.

He was born in McDonald, Pa., in October, 1917, and received a B.S. degree in economics from the Wharton School of Finance in 1940.

From 1940 to 1943 he served with Calvert Distillers Corp. in New York, rising to the position of Sales Promotion Manager for the Eastern Division. During World War II he served as a second lieutenant in the Army Infantry.

(more)

Following his discharge from service in 1945, Mr. Livingston joined Capitol Records as an assistant in the Artists and Repertoire Department, where his success in the creation and merchandising of children's record albums was notable.

In 1948 Mr. Livingston was named Director of Album Repertoire for Capitol Records; in 1949 he was elected a Vice President, and two years later he assumed charge of all artists and repertoire. Then he became Executive Vice President and a member of the Board of Directors for Capitol Records.

He is married to Betty Hutton, stage, screen and television star.

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NBC-New York, 11/2/56

'TODAY' TO PRESENT EXCLUSIVE FILMED INTERVIEW WITH INGRID BERGMAN

An exclusive filmed interview with Ingrid Bergman -- the first to be shown on American television -- will be a special feature of NBC-TV's TODAY program, Thursday, Nov. 8.

Miss Bergman, interviewed by NBC London correspondent Ed Newman, discusses her home and career. The interview takes place during the London filming of her latest motion picture, "Anastasia," which will have its premiere in this country sometime next month.

"Today" is telecast Mondays through Fridays, from 7 to 9 a.m., EST, with an added 9 to 10 segment for the Midwest and Far West.

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FRANK BLAIR GETS 'NON-CAMPAIGN' BEAT ON NBC ELECTION NIGHT

NBC commentator Frank Blair will be the only newscaster in NBC's Election Central on election night (Tuesday, Nov. 6) who will not be concentrating on the election story. While most of his fellow newsmen in the special New York studio are involved in covering the Eisenhower-Stevenson race, Mr. Blair will be conducting a special foreign desk, keeping abreast of the international situation for NBC-TV viewers.

During election night coverage, if a major story development breaks on the international scene, NBC-TV will switch its cameras from the national political story to Blair for the report.

A veteran of 20 years of newscasting, Blair is featured as a commentator on NBC-TV's "Today" and NBC Radio's "Monitor."

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NBC-New York, 11/2/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

25-SOLDIER CHORUS WILL SING NEW OFFICIAL ARMY SONG IN FIRST TV PRESENTATION ON 'GOODYEAR PLAYHOUSE'

The new official Army song, "The Army Goes Rolling Along," will be heard by a national television audience for the first time on NBC-TV's THE GOODYEAR PLAYHOUSE Sunday, Nov. 11 (9-10 p.m., EST).

A 25-man soldiers' chorus of the U.S. Army will sing the song before start of the colorcast drama, "Stardust II," starring John Forsythe. This story of the Korean War was selected by the producers of "Goodyear Playhouse" to mark observance of Veterans' Day on Nov. 11.

"The Army Goes Rolling Along" is based on "The Caissons Go Rolling Along" by Brig. General E. E. Gruver, with lyrics revised and adapted by Dr. Harold Arberg of the Army's Special Services Division.

To veterans of Army service the melody of the new song will be familiar, if not the words. The first chorus and refrain follow:

(more)

"First to fight for the right
And to build the nation's might,
And the Army goes rolling along.
Proud of all we have done,
Fighting till the battle's won
And the Army Goes Rolling Along.

Then it's hi! hi! hey!
The Army's on its way.
Count off the cadence loud and strong:
For where'er we go, you will always know
That the Army Goes Rolling Along.

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NBC-New York, 11/2/56

NBC RADIO NETWORK NEWS

November 2, 1956

'FRANK BLAIR AND THE NEWS' IS NEW TWICE-A-DAY, MONDAY-THROUGH-FRIDAY PROGRAM ON NBC RADIO

NBC commentator Frank Blair will begin a new twice-a-day Monday-through-Friday five-minute radio news show, FRANK BLAIR AND THE NEWS, Monday, Nov. 5, at 10 and 11 a.m., EST.

Blair, featured newscaster on NBC-TV's "Today" program, began his news career some 20 years ago on a Charleston, S.C., station. In 1937, he moved to Washington where he did a news and special events program on WOL. After serving a hitch in the Navy as a flight instructor and transport pilot, he returned to Washington in 1950. Among his NBC assignments were: "Ask Washington," "Campaign Call," "American Forum," "Youth Wants to Know" and "We the People." In 1953, after serving as Washington correspondent for "Today," he joined the program in New York as commentator. The 42-year-old news veteran is also featured as a commentator on NBC Radio's "Monitor."

NBC TRADE NEWS

A SERVICE OF RCA

November 5, 1956

CARTER PRODUCTS AND BRISTOL-MYERS SIGN AS FIRST SPONSORS OF NBC TELECASTS OF NBA BASKETBALL GAMES

Carter Products, Inc., and Bristol-Myers Co. have signed as the first sponsors of NBC-TV's 1956-57 season of Saturday afternoon telecasts of National Basketball Association games, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales. The 15-game television schedule will start Dec. 15 and continue through March 30, except for the Dec. 29 holiday weekend.

Carter, for its Rise Shave Cream, will sponsor one-quarter of the first two telecasts (Dec. 15 and 22) and one-quarter of six games on alternate weeks starting Jan. 12. Bristol-Myers, for its Bufferin and Vitalis, will sponsor one-quarter of seven games on alternate weeks starting Jan. 5.

Sullivan, Stauffer, Colwell & Bayles, Inc., is the advertising agency for Carter Products. Doherty, Clifford, Steers & Shenfield, Inc., represents Bristol-Myers.

This will be the third consecutive season that NBC-TV will cover the professional basketball contests, including three playoff games. Lindsey Nelson and Curt Gowdy will be the courtside commentators.

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WINNER OF 'KRAFT TELEVISION THEATRE' $50,000
PLAYWRIGHTS AWARD TO BE ANNOUNCED NOV. 14

Three original TV plays presented in recent months on NBC's KRAFT TELEVISION THEATRE have been nominated for judging in the program's $50,000 Playwrights Award. The selections were made by Helen Hayes, Maxwell Anderson and Walter Kerr, award judges.

The three plays -- "Mock Trial," "Out to Kill" and "The Murder of a Sand Flea" -- along with ten others already seen on the "Kraft" program and nominated during the past year, are now being considered by the judges. They will announce the winner of the $50,000 Award at the conclusion of the "Kraft Television Theatre" production of Wednesday, Nov. 14 (9-10 p.m., EST, in color and black and white).

(more)

The NBC Daily News Report will not be published Tuesday, Nov. 6 (Election Day.) Publication will be resumed Wednesday, Nov. 7.

Announced purpose of the award is to give proper recognition to distinguished achievement in the field of dramatic television writing.

The award year ended with the "Kraft" program of Wednesday, Oct. 31.

"Mock Trial" was written by Samuel and Edith Grafton, former newsman and author respectively. William Mourne wrote "Out to Kill," he is a former airline manager. "The Murder of a Sand Flea," was written by 26-year-old James Lee Barrett, a former member of the Marine Corps.

The ten plays previously announced, which will be judged for the cash award are: "Number Four with Flowers" by Louis Pelletier, "My Lady Ruth" by Jack Paritz, "The Sears Girls" by Victor Wolfson, "The Devil as a Roaring Lion" by John Gary, "Good Old Charley Faye" by David Karp, "Snapfinger Creek" by William Noble, "Paper Foxhole" by James Elward, "Bedroom 12 on the Appalachian Waterfall" by Harry Muheim, "Boy in a Cage" by Paul Monash and "Anna Santonello" by Bob Creen.

("Before It's too Late," a drama involving a child's race with death, starring Biff McGuire, is the drama scheduled for colorcast on KRAFT TELEVISION THEATRE Wednesday, Nov. 14, 9-10 p.m., EST.)

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NBC-New York, 11/5/56

CAST AND CREDITS FOR "JACK AND THE BEANSTALK" TO BE COLORCAST ON NBC-TV'S "PRODUCERS' SHOWCASE"

MONDAY, NOV. 12 (8-9:30 P.M., EST)

CAST

Mad Meggie.....CELESTE HOLM

The Peddler.....CYRIL RITCHARD

Tillie Himmelpacker.....PEGGY KING

Mr. Fum.....ARNOLD STANG

The Widow Tooper.....LEORA DANA

Mr. Poopledoop.....BILLY GILBERT

Narrator.....DENNIS KING

Jack.....JOEL GREY

Willie Himmelpacker.....Carson Woods

The Butcher.....Brutus Peck

The Butcher's Wife.....Adnia Rice

The Sailor..... Buddy Schwab

The Sailor's Girl.....Virginia Bosler

Two Bullies.....Carl Morris

Bob Pagent

Two Young Girls.....Pauline Goddard

Virginia Conwell

The Laundress.....Dorothy Masel

First Doorman.....Abe Simon

Second Doorman.....Harry Kadison

(more)

Four Buyers.....Duncan Noble, Betty Low, Newton Sullivan, Cathryn Damon

Ill-Assorted Guards.....Newton Sullivan, Carl Morris, Buddy Schwab, Jimmy Tarbutton, Charles Bolender, Betty Osgood.

Stella #1.....The Cow

Stella #2.....Carl Morris
Buddy Schwab

Moo-Moo.....Charles Bolender

Worshipful Women.....Dorothy Scott, Pauline Goddard, Virginia Bosler, Betty Low, Cathryn Damon, Virginia Conwell, Ethel Martin, Lee Becker

Four Men in Black.....Carl Morris, Buddy Schwab, Duncan Noble, Newton Sullivan.

Three Monsters.....Betty Osgood, Jimmy Tarbutton, Bob Pagent

Jack's Double.....Timmy Everett

Jack's Triple.....Buddy Schwab

Giant's Double.....Newton Sullivan

SCENE SYNOPSIS

ACT I

Scenes 1 - The Road
2 - Montage
3 - Tillie's House
4 - Mad Meggie's House
5 - Jack's House

(more)

SCENE SYNOPSIS

SCENE SYNOPSIS (CONT'D)

ACT II

Scenes 1 - Climbing the Beanstalk

2 - The Top of the Beanstalk

3 - The Palace

4 - Passageways

a) Ice

b) Fire

5 - a) The Beautiful Place

b) The Passageway of Monsters

6 - The Seductive Place

ACT III

Scenes 1 - The Giant's Place

2 - The Top of the Beanstalk

3 - The Fall

4 - Jack's House, The Next Morning

* * *

MUSICAL SYNOPSIS

ACT I

The Ballad of Jack and the Beanstalk....Choir and Orchestra

This Is The One.....The Peddler, Jack, Choir, Dancers

He Never Looks My Way.....Tillie

Where Are The White Birds Flying?.....Mad Meggie

If People Would Listen to Me.....Mr. Poopledoop

Sweet World.....Jack

(more)

2 - The Top of the Pentagram

3 - The Tulsa

4 - Pandemonium

a) Ice

b) Blue

5 - a) The Spectral Flame

a) The Emergence of Monsters

c - The Adjacent Flame

II

Scenes 1 - The Ghost's Flame

2 - The Top of the Pentagram

3 - The Field

4 - Ghost's Home. The Roof Terrace

* * *

SUITING SCENES

ACT 1

Flat of Jane and Ian Fraser...Coats and Cloaks

2 The Cue.....The Problem, 3

MUSICAL SYNOPSIS (CONT'D)

ACT II

The March of the Ill-Assorted Guards....Choir and Ballet

Twelve Feet Tall.....Jack, The Peddler, Mad Meggie

I'll Go Along with You.....Tillie and Willie

Looka Me!.....Jack, Choir and Ballet

ACT III

Reprise: He Never Looks My Way.....Choir

Sweet World.....Jack

CREDITS

Exeuctive Producer.....MORT ABRAHAMS

Produced By.....ALVIN COOPERMAN

Directed By.....CLARK JONES

Book and Lyrics By.....HELEN DEUTSCH

Music Composed By.....JERRY LIVINGSTON

Orchestra and Chorus Conducted By.....GEORGE BASSMAN

Vocal Arrangements By.....RAY CHARLES

Scenery and Costumes By.....ROUBEN TER-ARUTUNIAN

Costume Supervisor.....ROSE BOGDANOFF

Choreographer.....ROD ALEXANDER

Associate Producer.....LEO DAVIS

Production Supervisor.....SHELLEY HULL

(more)

CREDITS (CONT'D)

Unit Manager.....WARREN BURMEISTER

Associate Director.....DEAN WHITMORE

Production Stage Manager.....GEORGE LAWRENCE

Makeup.....RICHARD SMITH

Casting Director.....JOAN MacDONALD

Technical Director.....JACK COFFEY

Lighting Director.....JACK FITZPATRICK

Audio Director.....FRED CHRISTIE

Production Assistant.....EDITH HAMLIN

Sponsors.....RCA AND WHIRLPOOL-SEEGER

Agency.....KENYON & ECKHARDT, INC.

NBC Press Representative, N.Y.....ALEC S. NYARY

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NBC-New York, 11/5/56

NBC NEWSMAN FIRST TO REPORT INVASION NEWS FROM CYPRUS

NBC Correspondent Bob Abernathy was the first U.S. newsman to report from Cyprus after the British-French invasion of Suez began.

At 1:06 a.m., EST, today an Associated Press bulletin stated that Nicosia had announced the invasion was under way. At 1:37 a.m., Abernathy obtained a circuit and broadcast an eyewitness report of the departure of the French paratroops, which was used live on WRCA.

His report, later credited in wire services stories, said that the departing French troops included veterans of the Dienbienphu siege in Indochina whose faces were blackened in camouflage and who wore pistol belts marked "U.S." Abernathy said the troops left under sealed orders, but that a French officer told him that it would take about two hours to reach their destination and two to three additional hours to "get settled on the ground."

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THREE 'HOME' EXPERTS AT N.Y. FOOD FORUM

Three personalities of NBC-TV's HOME series -- Nancyann Graham, on-camera food editor, Chef Phillip, and Jeanne Fisher, off-camera food editor--will be guest speakers at the Sixth Annual Food Forum in New York City, Friday, Nov. 9.

They will describe (for an audience of food editors of newspapers and magazines, food publicists, college homemaking instructors, home economists and delegates from the Department of Agriculture) some of the things which they have learned about TV presentation of food topics during their three years on "Home." The trio will demonstrate "do's and don'ts," and discuss the philosophy of food presentation on the Monday-through-Friday (11 a.m.-12 noon, EST) "Home" telecasts.

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NBC-New York, 11/5/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE
For Nov. 18 - 24

Sunday, Nov. 18

2-4 p.m., EST -- NBC TV OPERA THEATRE presents Puccini's "La Boheme," with Dorothy Coulter, Jan McArt, John Alexander and Richard Torigi, with Peter Herman Adler conducting.

Monday, Nov. 19

3-4 p.m., EST -- NBC MATINEE THEATER -- "Madame de Treymes."

9:30-10:30 p.m., EST -- ROBERT MONTGOMERY PRESENTS -- "The Misfortunes of Mr. Minihan," by Martha Wilkerson, starring William Bendix.

Tuesday, Nov. 20

3-4 p.m., EST -- NBC MATINEE THEATER -- "The People vs. John Tarr."

8:30-9 p.m., EST -- NOAH'S ARK -- "The Foundling."

10:30-11 p.m., EST -- BREAK THE $250,000 BANK -- (NOTE TO EDITORS: This program will be presented each week in color starting Nov. 13.)

Wednesday, Nov. 21

3-4 p.m., EST -- NBC MATINEE THEATER -- "The Location of Roycemore College."

Thursday, Nov. 22

10-11 p.m., EST -- LUX VIDEO THEATRE -- "The Gay Sisters," by Sanford Barnett, and starring Alexis Smith, Tim Hovey, Helen Wescott and Karen Steele.

(more)

Friday, Nov. 23

3-4 p.m., EST -- NBC MATINEE THEATER -- "Dracula."

8:30-9 p.m., EST -- WALTER WINCHELL SHOW -- Guests tonight will be Edith Adams, Peter Potter, Stubby Kaye and Al Capp. (PLEASE NOTE: THIS IS AN ADDITION TO THE NOVEMBER COLOR SCHEDULE.)

Saturday, Nov. 24

8-9 p.m., EST -- PERRY COMO SHOW -- Perry's guests tonight are Roy Rogers and Dale Evans, and Martha Davis and Spouse.

9-10:30 p.m., EST -- THE SATURDAY SPECTACULAR presents "High Button Shoes," the Broadway musical hit by Stephen Longstreet with music and lyrics by Jule Styne and Sammy Cahn; adapted for television by Arny Rosen and Coleman Jacoby; and starring Nanette Fabray, Hal March and Don Ameche, with Joey Faye, Jack Collins and Janet Ward.

PLEASE NOTE CHANGE IN NOVEMBER COLOR SCHEDULE:

THE JONATHAN WINTERS SHOW (Tuesdays, 7:30-7:45 p.m., EST) will be telecast in black and white only starting Nov. 13.

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Nov. 19	11:25 - 11:30 a.m.	-- WRCA-TV WINDOW.
		1:00 - 2:05 p.m.	-- TEX AND JINX SHOW.
through	through	6:45 - 7:00 p.m.	-- ESSO NEWS.
		11:10 - 11:15 p.m.	-- TEX ANTOINE.
Friday	Nov. 23	11:15 - 11:30 p.m.	-- HY GARDNER
Saturday	Nov. 24	11:00 - 11:15 p.m.	-- SAVARIN NEWS.

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NBC-New York, 11/9/56

NBC TRADE NEWS

CARTER PRODUCTS BECOMES A SPONSOR OF "CAESAR'S HOUR"; SHOW NOW SOLD OUT FOR REMAINDER OF 1956

Carter Products, Inc., has signed as a sponsor of NBC-TV's CAESAR'S HOUR, making the Saturday night comedy show completely sold out for the remainder of 1956, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

Carter, for its Arrid Deodorant and Rise Shave Cream, began its sponsorship of one-third of "Caesar's Hour" on Nov. 3 and will continue on Nov. 17, Dec. 8 and Dec. 29 (9-10 p.m., EST).

Other sponsors of the program are the Quaker Oats Co., B.T. Babbitt Co., Knomark Manufacturing Co. and Wesson Oil and Snowdrift Sales, Inc.

Carter Products, which also will sponsor one-quarter of eight Saturday afternoon National Basketball Association telecasts on NBC-TV starting Dec. 15, is represented by Sullivan, Stauffer, Colwell and Bayles, Inc.

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NBC-New York, 11/9/56

NBC TRADE NEWS
A SERVICE OF RCA

November 12, 1956

JERRY LEWIS WILL EMCEE AWARDS OF MOTION PICTURE ACADEMY OF ARTS AND SCIENCES ON NBC-TV AND RADIO ON MARCH 27

Comedy star Jerry Lewis will play a return engagement as master of ceremonies for the 29th annual presentation of awards by the Academy of Motion Picture Arts and Sciences Wednesday, March 27 (NBC-TV and Radio, 10:30 p.m.-12:15 a.m., EST). Lewis performed the same function for the last "Oscar" awards ceremony.

Announcement of his selection was made by George Seaton, President of the Academy, and John K. West, Vice President in charge of the NBC Pacific Division. Robert Emmett Dolan, chairman of the awards planning committee, announced that nominations will be released to the press in February.

The program will originate from the RKO-Pantages Theatre in Hollywood and from one of the NBC theatre-studios in New York, over combined TV and radio facilities of the network. NBC has been presenting the awards since 1953 and has a contract to continue to do so until 1961.

This will be the fourth consecutive sponsorship of the event by the Oldsmobile Division of General Motors Corp. The advertising agency is D. P. Brother and Co. of Detroit.

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CHRISTOPHER'S HONOR "CRADLE SONG" ON "HALL OF FAME," "SHEILA" ON "FORD THEATRE" AND "SECOND FAMILY" ON "CIRCLE THEATRE"

The HALLMARK HALL OF FAME colorcast of "Cradle Song" is one of three NBC programs commended by the Christopher movement, which emphasizes the "importance of personal responsibility and individual initiative" in raising the standards of entertainment.

Christopher awards for the "Hallmark Hall of Fame" telecast were presented Nov. 12 to producer Maurice Evans, director George Schaefer and writer James Costigan at a reception at the Waldorf-Astoria Hotel, New York. The awards, for the six-month period ending Sept. 30, honor the winners for "using their God-given talents in a positive and constructive manner," according to Father James Keller, founder of the Christophers.

"Cradle Song," the story of a baby girl left at a convent door and reared by the sisters, appeared on the "Hallmark Hall of Fame" May 6 and starred Judith Anderson, Siobhan McKenna, Deirdre Owens, Evelyn Varden and Barry Jones.

Other NBC winners were producers Fred Briskin, Joseph Hoffman and Irving Starr, director James Neilson and writer Mary C. McCall for "Sheila," the FORD THEATRE presentation on May 24; producer Robert Costello, director William Corrigan and writer Art Wallace for "Second Family," the ARMSTRONG CIRCLE THEATRE telecast of May 29.

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NBC-New York, 11/12/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE FOR DECEMBER (ALL TIMES EST)

Saturday, Dec. 1

8:00-9:00 p.m. -- PERRY COMO SHOW

Sunday, Dec. 2

3:30-4:00 p.m. -- ZOO PARADE

9:00-10:00 p.m. -- THE ALCOA HOUR -- "Merry Christmas, Mr. Baxter" -- Dennis King, Cornelia Otis Skinner.

Monday through Friday, Dec. 3-7

3:00-4:00 p.m. -- NBC MATINEE THEATER

Monday, Dec. 3

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS

Tuesday, Dec. 4

8:30-9:00 p.m. -- NOAH'S ARK

10:30-11:00 p.m. -- BREAK THE $250,000 BANK

Wednesday, Dec. 5

9:00-10:00 p.m. -- KRAFT TV THEATRE

Thursday, Dec. 6

7:30-7:45 p.m. -- DINAH SHORE SHOW

Friday, Dec. 7

8:30-9:00 p.m. -- WALTER WINCHELL SHOW

(more)

2 - NBC Color Telecast Schedule

Saturday, Dec. 8

1:00-2:00 p.m. -- FASHION SHOW -- "New Figures of 1957" -- Joanne Gilbert and Bibi Osterwald.

8:00-9:00 p.m. -- PERRY COMO SHOW

Sunday, Dec. 9

3:30-4:00 p.m. -- ZOO PARADE

9:00-10:00 p.m. -- THE ALCOA HOUR

Monday through Friday, Dec. 10 - 14

3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, Dec. 10

8:00-9:30 p.m. -- PRODUCERS' SHOWCASE -- S. Hurok's "Festival of Music."

Tuesday, Dec. 11

8:30-9:00 p.m.-- NOAH'S ARK

10:30-11:00 p.m. -- BREAK THE $250,000 BANK

Wednesday, Dec. 12

9:00-10:00 p.m. -- KRAFT TV THEATRE

Thursday, Dec. 13

10:00-11:00 p.m. -- LUX VIDEO THEATRE

Friday, Dec. 14

8:30-9:00 p.m. -- WALTER WINCHELL SHOW

Saturday, Dec. 15

10:30-11:00 p.m. -- YOUR HIT PARADE

(more)

Sunday, Dec. 16

3:30-4:00 p.m. -- ZOO PARADE

7:30-9:00 p.m. -- HALLMARK HALL OF FAME: Greer Garson and Franchot Tone in Lillian Hellman's "The Little Foxes," also starring Sidney Blackmer, E.G. Marshall and Eileen Heckart.

9:00-10:00 p.m. -- THE CHEVY SHOW -- STARRING DINAH SHORE

Monday through Friday, Dec. 17 - 21

3:00-4:00 p.m. -- NBC MATINEE THEATER

Tuesday, Dec. 18

8:30-9:00 p.m. -- NOAH'S ARK

10:30-11:00 p.m. -- BREAK THE $250,000 BANK

Wednesday, Dec. 19

9:00-10:00 p.m. -- KRAFT TV THEATRE

Thursday, Dec. 20

10:00-11:00 p.m. -- LUX VIDEO THEATRE

Friday, Dec. 21

8:30-9:00 p.m. -- WALTER WINCHELL SHOW

Saturday, Dec. 22

8:00-9:00 p.m. -- PERRY COMO SHOW

9:00-10:30 p.m. -- SATURDAY SPECTACULAR: "Holiday on Ice" - starring Sonia Henie.

Sunday, Dec. 23

3:30-4:00 p.m. -- ZOO PARADE

9:00-10:30 p.m. -- THE ALCOA HOUR -- "Stingiest Man in Town," with Vic Damone, Johnny Desmond, The Four Lads, Basil Rathbone, Patrice Munsel, Martyn Green, Robert Weede and Betty Madigan.

(more)

4 - NBC Color Telecast Schedule

Monday through Friday, Dec. 24 - 28

3:00-4:00 p.m. -- NBC MATINEE THEATER

Monday, Dec. 24

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS "AMAHL AND THE NIGHT VISITORS."

Tuesday, Dec. 25

8:30-9:00 p.m. -- NOAH'S ARK

10:30-11:00 p.m. -- BREAK THE $250,000 BANK

Wednesday, Dec. 26

9:00-10:00 p.m. -- KRAFT TV THEATRE

Thursday, Dec. 27

10:00-11:00 p.m. -- LUX VIDEO THEATRE

Friday, Dec. 28

8:30-9:00 p.m. -- WALTER WINCHELL SHOW

Saturday, Dec. 29

8:00-9:00 p.m. -- PERRY COMO SHOW

Sunday, Dec. 30

9:00-10:00 p.m. -- THE GOODYEAR TV PLAYHOUSE

Monday, Dec. 31

3:00-4:00 p.m. -- NBC MATINEE THEATER

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS

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NBC-New York, 11/12/56

8-YEAR-OLD NEW JERSEY BOY WINS OUT OVER 200 ASPIRANTS FOR ROLE OF TINY TIM IN "ALCOA" YULE COLORCAST BASED ON DICKENS' STORY

Christmas came early for 8-year-old actor Dennis Kohler of Teaneck, N.J., when he was selected yesterday from among 200 youngsters to play the role of Tiny Tim in "The Stingiest Man in Town," 90-minute musical based on Dickens' "A Christmas Carol" to be colorcast on THE ALCOA HOUR Sunday, Dec. 23 (NBC-TV, 9-10:30 p.m., EST).

Dennis and the other young aspirants, most of them between the ages of 7 and 9 years, many of them girls, auditioned for the role at Broadway's Palladium Ballroom. Basil Rathbone, Patrice Munsel and Martyn Green were judges with Joel Spector, the show's producer and Jack Talan, executive of Theatrical Enterprises, the organization presenting the holiday original. Dennis had previously appeared in many major TV series.

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CORRECTION, PLEASE

On recently released credit list for TONIGHT starring Steve Allen (NBC-TV, Wednesdays, Thursdays and Fridays, 11:30 p.m.-12:30 a.m., EST), please add: Associate producer -- Nick Vanoff; alternating director, James Elson.

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NBC-New York, 11/12/56

NBC TRADE NEWS
A SERVICE OF RCA

November 13, 1956

PLAN FOR DISTINCTIVE AND COMPREHENSIVE NEW RADIO NEWS SERVICE ANNOUNCED FOR NBC RADIO NETWORK--
OTHER PROJECTS INCLUDE EXPANSION OF 'MONITOR'

A plan to provide NBC Radio stations and their audiences with a distinctive and comprehensive new radio news service was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

As outlined by Mr. Culligan, the plan calls for:

(1) Five-minute national and international news programs to be broadcast hourly on the full NBC Radio Network every day and night of the week from 7 a.m. to 11 p.m., EST, and featuring such NBC reporters and commentators as Chet Huntley, David Brinkley, Ben Grauer, Ray Scherer, Joseph C. Harsch, Frank Blair and others. Mr. Culligan pointed out that all of the resources of NBC News, both in the United States and abroad, will be utilized for reports on news events directly from the scene when this new service begins Jan. 14. The service will mark the first 7 a.m.-11 p.m. five-minute news-on-the-hour series ever broadcast on network radio.

(more)

(2) A specially designed "hot line" service linking the NBC Radio affiliated stations with NBC's Radio Central in New York so that, on two minutes' notice, local stations at any time of the day or night may carry network news breaks from the world scenes wherever they happen. Because of the world crises in Hungary and the Suez, Mr. Culligan said that this "hot line" will be launched tomorrow (Wednesday, Nov. 14) on an interim basis and will begin regularly the first of the year.

(3) "Monitor," NBC Radio's weekend service now heard weekends from Saturday morning at 8 to Sunday night at Midnight, will be expanded to include Friday evenings from 8 p.m. to 10 p.m. starting Jan. 18.

Mr. Culligan added that other program plans which were unanimously endorsed by the NBC Radio Affiliates Executive Committee and the NBC Radio Affiliates Program Advisory Committee last Friday (Nov. 9) include: (1) Three blocks of daytime programming consisting of a strengthened "NBC Bandstand" in the morning, and an hour personality show and two hours of drama in the afternoon; (2) strengthened evening programming; (3) provisions for affiliated stations to sell any open commercial positions in the network programs, subject to network recapture and (4) all station breaks to be 70 seconds, permitting a one-minute local commercial availability.

(more)

Lester W. Lindow, Vice President and General Manager of WFDF, Flint, Mich., is Chairman of the NBC Radio Affiliates Executive Committee and the Radio Affiliates Program Advisory Committee.

These plans will be presented by Mr. Culligan to executives of NBC Radio affiliated stations at a series of five regional meetings -- New York, Nov. 15; Chicago, Nov. 16; Atlanta, Nov. 19; Dallas, Nov. 20; and San Francisco, Nov. 26.

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NBC-New York, 11/13/56

NBC TRADE NEWS
A SERVICE OF RCA

November 13, 1956

MACY'S THANKSGIVING DAY PARADE IN NEW YORK TO BE TELECAST BY NBC--
PROGRAM SPONSORED BY IDEAL TOY CORP. AND SWEETS CO. OF AMERICA

The 30th annual MACY'S THANKSGIVING DAY PARADE in New York, with Grand Marshals Roy Rogers and Dale Evans leading the procession, will be seen on NBC-TV Thursday, Nov. 22 (11 a.m.-12 noon, EST).

The two-mile long parade, featuring movie and television stars, 12 bands, three huge helium-inflated balloons and nine giant float tableaux, will begin at 77th Street and Central Park West at 9:45 a.m., EST, and proceed down Broadway to 34th Street and the

(more)

NOTE TO EDITORS:

This issue of the NBC Daily News Report contains cast, credits and plot synopsis for "High Button Shoes," starring Nanette Fabray, Hal March and Don Ameche, to be colorcast on NBC-TV's SATURDAY SPECTACULAR Nov. 24 (9:00 to 10:30 p.m., EST). For your convenience and ready identification, this information appears on yellow-tinted paper.

official reviewing stand. Over 4,000 elaborately costumed marchers will participate in the procession.

In addition to Cowboy Stars Roy Rogers and Dale Evans, the millions of children and their parents viewing the parade will see Paul Winchell and Jerry Mahoney, Spike Jones and his band, the principals from the cast of Broadway's "Li'l Abner," Captain Gallant (Buster Crabbe) and a horseback troupe from NBC-TV's "The 77th Bengal Lancers."

NBC comedian Ernie Kovacs, star of "Tonight" and "The Ernie Kovacs Show" will narrate the hour-long NBC-TV presentation of the parade.

The familiar giant balloons of the Thanksgiving turkey and Mighty Mouse will have a new airborne companion, a huge replica of the early French experimental balloons, such as the one seen in the movie, "Around the World in 80 Days." The principal float will be a replica of the early Mississippi paddle-wheel riverboats. Other highlights include the "Marilynettes," a 60-girl majorette corps from Toledo, Ohio and the largest high-school marching band in the country -- 165 strong -- from William Penn High School in York, Pa.

Sponsoring NBC-TV's telecast of the parade are the Ideal Toy Corporation, through Grey Advertising, Inc., and the Sweets Company of America, Inc.

The program will be co-produced by Ed Pierce and John Green and directed by Dick Schneider, under the overall supervision of Barry Wood, NBC's Director of Special Events.

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NBC-New York, 11/13/56

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BC OWNED STATIONS DIVISION

News

November 13, 1956

THOMAS S. O'BRIEN APPOINTED DIRECTOR OF BUSINESS AFFAIRS
OF THE NBC OWNED STATIONS DIVISION

Thomas S. O'Brien has been appointed Director of Business Affairs of the NBC Owned Stations, it was announced today by Thomas B. McFadden, Vice President in charge of NBC Owned Stations and NBC Spot Sales.

Mr. O'Brien joined NBC in 1952 as assistant controller of NBC Owned Stations. He was appointed Divisional Business Manager in April, 1954.

Born in New York City on June 13, 1922, he received a Bachelor of Business Administration degree from Fordham University in 1942. He was a captain in the Army during World War II, and was graduated from Fordham Law School in 1948. Before joining NBC, he was an assistant in the controller's office of the Socony-Vacuum Oil Company for five years.

Mr. O'Brien, his wife and three children live in Hackensack, N.J.

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MONITOR

THE NEW NBC RADIO SERVICE

AUSTRALIA TO HAVE OWN VERSION
OF NBC RADIO'S "MONITOR"

Australia's own version of MONITOR will have its premiere Sunday, Nov. 18.

The Australian program, which will be on the air Sundays from noon to 5 p.m., will be broadcast by Station 2GB in Sydney, one of Australia's leading radio stations.

Al Capstaff, director of "Monitor" and Special Programs for NBC Radio, said that 2GB had been given sole rights "Down Under" for the use of the name and format.

"We are honored and flattered that a program with the same name and concept as NBC Radio's 'Monitor' will soon be presented in Australia," said Mr. Capstaff. "This new program, initiated more than a year after 'Monitor's' inception, is indicative of the continual growth and increasing success of our own weekend radio service.

"We are extending a helping hand across the Pacific in hopes that our counterpart gets off to as successful a career as ours has been. To that end, we are sending 2GB some of our program material. They in turn have been sending us program material, including many transcribed commentaries and interviews about the Olympic Games in Australia.

"We look forward to a lasting friendship with 2GB's Monitor, which will prove beneficial to all of us."

-----o----- NBC-New York, 11/13/56

NBC TRADE NEWS
A SERVICE OF RCA

November 13, 1956

FIVE OF THE NINE COMEDY WRITERS SIGNED BY NBC A YEAR AGO IN 'DEVELOPMENT PLAN' ARE NOW ASSIGNED TO MAJOR SHOWS

One measure of the success of NBC's Comedy Writers Development Plan was announced today by Leonard Hole, the network's director of program development. Five of the nine young comedy writers placed under contract just about a year ago, he said, are now regularly assigned to major NBC-TV shows.

Twenty-year-old Woody Allen, whose father had to sign his contract for him last year to make it legal, is with "Stanley," starring Buddy Hackett. Herb Reich, Herb Hartig and Mike Miller are with "Washington Square," starring Ray Bolger. Paul Keyes is with "Tonight." (The other four -- Lois Balk, Bernie Ilson, Bruce Howard and Phil Green -- are currently on special, or roving assignments).

Announcement of the network's C. W. D. Plan last year brought forth 15,000 submissions, much of it dog-eared and stale. They were boiled down to 900 persons Hole and his associates believed might possibly have something to offer. All 900 were asked to select a specific comedian and write a page or two for him. The 900 dropped to 30-odd, who were asked to submit another round of material. Of these, nine were subsequently put under contract.

Six were born in New York City, by the way; two (Keyes and Miller) in Boston, one (Green) in Connecticut.

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NBC-TV NEWS

MISS FRANCES WRITES STORY BOOK OF PETS FOR CHILDREN

Enjoying a pet, looking after its needs and being closely associated with it are wonderful experiences for children, Dr. Frances Horwich, mistress of NBC-TV's DING DONG SCHOOL, believes. She has written a book to introduce children to many different kinds of pets and to tell them about the fun they can have with them. The book, "Miss Frances' Story Book of Pets for the Very Young," is published today by Rand McNally. In it are stories about cats, dogs, a pony, birds, goldfish, turtles, rabbits, lambs and many other animals.

"Some of these stories will help children overcome their fear of animals," Dr. Horwich says in her introduction. "Other stories will serve as a reminder to the child of what to do when he receives a pet or visits in a home where there is one... Although pets are usually given to the child, they come to live with the whole family. Therefore, all have to share the fun and responsibility of naming the pet and training it to live in the home. This can be really family fun."

The new "Ding Dong School" book, a companion to "Miss Frances' Story Book of Manners for the Very Young," is illustrated by Marge Opitz.

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NBC-New York, 11/13/56

CAST AND CREDITS FOR 'HIGH BUTTON SHOES' COLORCAST
ON SATURDAY SPECTACULAR NOV. 24 (9-10:30 p.m., EST).

- - -

Starring Nanette Fabray, Hal March and Don Ameche.

CAST (in order of appearance)

Harrison Floy.....HAL MARCH

Mr. Pontdue.....Joey Faye

Mama (Sara Longstreet).....NANETTE FABRAY

Nancy.....Janet Ward

Uncle Willie.....Jack Collins

Papa (Henry Longstreet).....DON AMECHE

Bird-Watching Ladies.....Isabelle Hoops, Faye Sappington, Ethel Watts, Gretchen Rhoads, Mari Hammill, Nancy Price, Ruth Reynolds and Eleanor Williams.

Singers.....Tom Dillon, Ray Drakely, Willard Ventura, Roger White, Arne Markussen and Craig Timberlake.

Dancers.....Robert Lindgren, Janet Gaylord, Claire Gunderman, Lila Popper, Bill Milie, Sven Svendson, William Able.

(more)

SCENE SYNOPSIS

Scenes 1 -- Small Hotel Room

2 -- Longstreet Home, New Brunswick, N. J.

3 -- Exterior Longstreet Home.

4 -- Living Room of Longstreet Home.

5 -- Picnic Area Outside New Brunswick.

6 -- Beach at Atlantic City.

7 -- Hotel Room in Atlantic City.

8 -- Longstreet Home.

9 -- Rutgers Locker Room.

10 -- Longstreet Living Room.

MUSICAL SYNOPSIS

I Still Get Jealous.....Papa and Mama

The Oldsmobile Song.....Longstreet Family

Lulu Fadoo.....Mama and Harrison Floy

Get Away for a Day.....Papa

Papa, Won't You Dance With Me?.....Mama

Can't You Just See Yourself?.....Floy

Can't You Just See Yourself? (reprise).....Mama and Papa

On a Sunday by the Sea.....Floy, Mama, Dancers

You're My Girl.....Papa

Nobody Died for Dear Old Rutgers.....Floy and football players

PRODUCTION CREDITS

PRODUCER-DIRECTOR: Joe Cates

BOOK BY: Stephen Longstreet

MUSIC AND LYRICS: Jule Styne and Sammy Cahn

(more)

Living Room of Longstreet Home.

Picture Area Outside New Brunswick.

Beach at Atlantic City.

Hotel Alex in Atlantic City.

Longstreet Home.

Knights Lodge Room.

Longstreet Living Room.

MUSICAL MINUETTE

Prelude.....Type and Hum

I Song.....Longstreet Family

.....Hum and Hum

I Do.....Pop

Dance with Me!.....Hum

I See Yoodelit.....Pop

I Are Yoodelit (Reprise).....Hum and Pop

Y the Sea.....Mary, Mary, Longstreet

.....Pop

Dear Old Dorsey.....Pop and Company

PRODUCTION CREDITS (CONT'D)

BOOK FOR TELEVISION BY:	Arnie Rosen and Coleman Jacoby
MUSIC DIRECTOR:	Ted Raph
CHOREOGRAPHER:	Bob Hamilton
CHORAL DIRECTOR:	Earl Rogers
SET DESIGNER:	Burr Smidt
COSTUMES:	John Boxer
PRODUCTION ASSISTANT:	Margo Stearns
NBC SUPERVISOR:	Julian Bercovici
UNIT MANAGER:	Richard Kelly
POINT OF ORIGINATION:	NBC Studios, Brooklyn, N.Y.
SPONSOR:	The Oldsmobile Division of General Motors, RCA Victor, and RCA-Whirlpool.
AGENCIES:	D. P. Brother Co., for Oldsmobile; Kenyon and Eckhardt, Co., Inc. for RCA Victor and RCA-Whirlpool
NBC PRESS REPRESENTATIVE:	Betty Ann Lanigan

SYNOPSIS OF PLOT OF 'HIGH BUTTON SHOES'

Harrison Floy (Hal March), a confidence man, and his partner Mr. Pontdue (Joey Faye), devise an ingenious real estate swindle to cheat residents of New Brunswick, N. J., out of large sums of money. For his decoys, Floy uses an innocent New Brunswick couple, Henry and Sara Longstreet (Don Ameche and Nanette Fabray).

(more)

SYNOPSIS OF PLOT OF 'HIGH BUTTON SHOES' (CONT'D)

Sara, a former girl-friend of Floy, realizes too late that he has fled to Atlantic City with the money, leaving her husband as the scapegoat. She pursues Floy who, unexpectedly, relents and returns his half of the stolen money. To recoup the remainder of the money, Floy "fixes" the Rutgers-Princeton football game through psychological methods. The musical comedy takes place in 1913 at which time ladies wore high button shoes, thus explaining the show's title.

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NBC-New York, 11/13/56

TV IS IDEAL MEDIUM FOR "EXPLOSION ADVERTISING" TECHNIQUE, NBC'S ROBERT McFADYEN TELLS NEW ORLEANS AD CLUB

Television is the ideal medium for the new technique of "explosion advertising," Robert McFadyen, NBC Manager of Sales and Merchandising Plans, said today in a speech before the Advertising Club of New Orleans.

Mr. McFadyen said that "explosion advertising" is becoming increasingly important as the public grows more sophisticated and more surfeited with advertising. The new technique, he said, attracts the attention of the public by lifting the sales message above "the noise level in the market place."

"Explosion advertising," which should be added to the older advertising concepts of frequency, regularity, and continuity, "blasts people out of their inattention and the take-it-for-granted attitude they have towards so many of our efforts," Mr. McFadyen said. As examples of the technique, he cited:

"Peter Pan" starring Mary Martin, which gained for the Ford Motor Company and the Radio Corporation of America the largest single advertising audience ever gathered and a "massive impact on the market."

The "Project 20" series, including such programs as "The Twisted Cross" and "The Great War," with which the North American Philips Co. is "competing with the bigger boys and gaining attention with carefully planned, big-time tactics."

(more)

The World Series, the Rose Bowl game and the Kentucky Derby, which the Gillette Safety Razor Co. superimposes on its regular schedule of televised sports events "to achieve greater dominance in the blade-buyer's mind."

Mr. McFadyen said that television is the ideal medium for "explosion advertising" because:

(1) It is the medium of showmanship; (2) It covers the active shoppers as well as the deferring purchasers; (3) It delivers a humanized message to a home-gathered audience; (4) It can be merchandised and publicized both to the trade and the public; (5) It is flexible enough to handle any effort, "be it a single-show buy, a series of special programs or a saturation pattern."

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NBC-New York, 11/13/56

NBC TRADE NEWS
A SERVICE OF RCA

November 14, 1956

SWEETS CO. OF AMERICA $1,000,000 BUY OF NBC-TV PROGRAM SEGMENTS MARKS SECOND BIG UPSWEEP IN MONTH IN NETWORK'S DAYTIME BILLINGS

A $1,000,000 order from the Sweets Company of America for 13 alternate-week quarter-hour segments in four NBC-TV daytime programs has accounted for the second major upsweep in the network's daytime billings in less than a month, William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales, announced today.

Three weeks ago the Corn Products Refining Company purchased a $2,500,000 advertising schedule in two of NBC-TV's afternoon shows.

The Sweets Company of America order is for its Tootsie Roll candies and was placed through the Henry Eisen Advertising Agency. It calls for the alternate-week sponsorship of the first quarter-hour segment of two Saturday morning children's programs, "Howdy Doody" (10-10:30 a.m., EST) and "Cowboy Theater" (12 noon-1 p.m., EST, until Nov. 24; 11:30 a.m.-12:30 p.m., EST, beginning Dec. 1), and for the sponsorship, on alternate Tuesdays, of "Modern Romances" (weekdays, 4:45-5 p.m., EST) and the first 15-minute segment of "Tic Tac Dough" (weekdays, 12 noon-12:30 p.m., EST).

(more)

The Saturday sponsorships will start on Nov. 24, and the Tuesday sponsorships on Nov. 27.

This new purchase by the Sweets Co. of America, which also will co-sponsor NBC-TV's coverage of the annual Macy's Thanksgiving Day Parade on Nov. 22, brings the first advertiser to "Cowboy Theater" and results in a 60 per cent sell-out for "Modern Romances."

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NBC-New York, 11/14/56

NBC TRADE NEWS
A SERVICE OF RCA

November 14, 1956

'TOPPER' AND HIS OUT-OF-THIS-WORLD PALS RETURN TO NBC-TV ON ALTERNATE SUNDAYS

Cosmo Topper, through the absolutely unsolicited support of his "now-you-see-him-and-now-you-don't" friend, George Kerby, becomes a candidate for mayor in "Topper Runs for Mayor" the Sunday, Nov. 18 (5-5:30 p.m., EST), telecast of the new series of filmed repeats of TOPPER scheduled on alternate weeks. (The first program in this alternate Sunday series was telecast on the West Coast Nov. 4, but the time was pre-empted in the East).

Cosmo (Leo G. Carroll), a banker, and his wife, Henrietta (Lee Patrick) are aided in the series by the lately departed tenants of the Toppers' new house, George and Marion Kerby (Robert Sterling and his wife, Anne Jeffreys) and their dog, Neil.

The nomination in the Nov. 18 episode nearly costs Cosmo his job, but the Kerbys, through methods best known only to themselves, save the day. The situation is made extremely embarrassing to Cosmo since he alone can see and hear his three ghostly friends.

"Topper" was seen on NBC-TV Sunday evenings from June 10 to Oct. 14 of this year.

Humorist Thorne Smith first introduced "Topper" as a novel in 1926, and the book and its sequels have sold more than 4,000,000 copies. "Topper" is a John W. Loveton-Bernard L. Schubert TV production, with Loveton producing and Phil Rapp directing. George Oppenheimer is script writer.

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NBC TRADE NEWS

CONTINENTAL BAKING RENEWS SPONSORSHIP OF 'HOWDY DOODY' SEGMENT

The Continental Baking Company has renewed for 26 weeks its sponsorship of the second quarter-hour segment of "Howdy Doody," on NBC-TV Saturday mornings (10-10:30 a.m., EST), it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales. Continental Baking has been one of the program's sponsors since June 1952.

The renewal, for Continental's Wonder Bread and Hostess Cakes, is effective Dec. 15 and was placed through Ted Bates and Company, Inc.

"Howdy Doody," NBC-TV's first and longest-running children's program, is now 75 per cent sold out for the Winter and Spring. The Sweets Company of America will sponsor the first quarter-hour period on alternate weeks starting Nov. 24.

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NBC-New York, 11/14/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

November 14, 1956

MENOTTI'S "AMAHL AND THE NIGHT VISITORS" TO BE CHRISTMAS EVE COLORCAST FEATURE OF "ROBERT MONTGOMERY PRESENTS" SERIES

"Amahl and the Night Visitors," Gian Carlo Menotti's miracle opera, will be the Christmas Eve offering of Robert Montgomery on his regular Monday evening ROBERT MONTGOMERY PRESENTS show (NBC-TV, color and black and white, 9:30 p.m., EST). The program will be sponsored by S. C. Johnson and Son, Inc., in behalf of Johnson's Wax.

A new Amahl, ten-year old Kirk Jordan, will join the otherwise unchanged cast including Rosemary Kuhlmann as the mother, Andrew McKinley, David Aiken and Leon Lishner as the three kings and Francis Monachono as the page.

This presentation will mark the seventh production of the work by the NBC Television Opera Theatre, which commissioned it especially for television and first produced it Christmas Night, 1951. Menotti wrote both the text and the music for the opera, which in these few short years has been acclaimed as a "classic."

The original sets and costumes designed by the internationally famous artist Eugene Berman again will be used. Kirk Browning will direct the production. Samuel Chotzinoff is producer and Peter Herman Adler is musical and artistic director of the NBC-TV Opera Theatre.

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NBC-TV NEWS

"HOME'S" MONDAY NEWSCASTS FOR FEDERATION OF WOMEN'S CLUBS WIN WORDS OF PRAISE FROM WOMEN IN ALL PARTS OF U.S.A.

The inauguration of HOME's, new weekly newscast for the General Federation of Women's Clubs has met with enthusiastic approval of ladies throughout the nation.

Following the appearance of the Federation's president, Mrs. R.I.C. Prout, on the first newscast of the NBC series (Oct. 31), wires and letters told of the gratitude which the clubs felt toward "Home" for bringing their story before the women of America. (The women's clubs' newscast is a Monday feature of the Monday-through-Friday, (11 a.m.-12 noon, EST), "Home" series on NBC-TV).

"This type of information reaching each community is deeply appreciated by the Utah Federation of Women's Clubs," wired Mrs. Walter C. Ewing, president of the Utah Federation. She referred to the bulletins which tell of the successful activities of various branches of the Federation in fields ranging from international affairs to projects of local civic improvement.

"We were delighted with every word of it," wrote Jessie Haver Butler, of Pomona, Calif., concerning club members' reactions to the initial broadcast and added that Mrs. Prout had "turned over a new page in Federation history." She added, that "Arlene Francis is such a perfectly delightful hostess."

(more)

Many clubwomen who wrote or wired did not know Mrs. Prout personally, but felt that for the first time the strength of the federated clubs was brought home to them by her personal appearance on "Home." From Gary, Ind., came a letter to Mrs. Prout saying, "It is indeed a pleasure to meet you on TV's "Home Show" this week. I am part of the five-and-a-half million club women that you talked about."

Louisville, Ky., clubs wired that they were "excited about future programs." The president of the Tennessee Federation of Women's Clubs wrote to the producers of "Home": "Thank you so much for permitting Mrs. Prout to spread the good news of the General Federation of Women's Clubs." From Cushing, Okla., a message mentioned Oklahoma's gratitude that "Home" was helping to "implement and carry on the program of our organization."

Meanwhile, in Washington, D.C., plans for future news bulletins of interest to the women of America were being planned by Mrs. Prout for the weekly bulletin and for a monthly TV feature of greater length on "Home."

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NBC-New York, 11/14/56

NBC 30TH ANNIVERSARY

HAPPY BIRTHDAY

The National Broadcasting Company's Radio Network -- America's first -- started operations thirty years ago today, on Nov. 15, 1926.

XXX

November 15, 1956

NBC TRADE NEWS
A SERVICE OF RCA

November 15, 1956

GUESS WHAT A DISPLAYED OBJECT IS WORTH--IF "THE PRICE IS RIGHT" IT'S YOURS, ON NEW NBC SERIES EMCEED BY BILL CULLEN

Viewers who pride themselves on shopping acumen can judge their ability by watching NBC-TV's new audience-participation show, THE PRICE IS RIGHT, starring Bill Cullen, beginning Monday, Nov. 26 (NBC-TV, Mondays through Fridays, 10:30-11 a.m., EST).

Cullen will show four contestants various objects ranging from a packet of pins to a foreign sports car. Each will attempt to guess the price of the object displayed, without exceeding it. The closest correct guess wins the object. If more than one contestant overbids, the one who is most over the price is disqualified from the game.

Home viewers can also participate in "The Price is Right." For an entire week, a showcase of objects will be displayed on each program. This could be an outfit of clothing or a roomful of furniture. Viewers will try to guess the correct value of the objects, then send their guess, via post card, to the program. Again, the closest correct answer wins the prizes.

"The Price is Right" is a Goodson-Todman production; it will originate from New York's Hudson Theatre. Robert Stewart is producer; Max Miller, director, and Julian Bercovici, NBC program supervisor.

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WILLIAM A. NOBLE'S "SNAPFINGER CREEK" WINS $50,000 "KRAFT TELEVISION THEATRE" PLAYWRIGHTS' AWARD

William A. Noble's first original television play "Snapfinger Creek," has won for the 35-year-old writer the KRAFT TELEVISION THEATRE Playwrights' Award for the "best original play" presented on the NBC hour-long dramatic series during the year ending Oct. 31, 1956.

Helen Hayes presented the $50,000 award to Noble at the conclusion of the "Kraft Television Theatre" production last night (Wednesday, Nov. 14). It is believed to be the largest cash award to be won by any writer in any medium.

"Snapfinger Creek" was originally produced on "Kraft" Feb. 22, 1956. It was hailed by a critic as "one of the most rewarding television plays of the season." The drama of a poor but proud Southern family and the decision they must make concerning their daughter's romantic involvement with a well-to-do young man, starred Academy-award winning actress Jo Van Fleet. Featured roles were played by John Shellie, Hope Lange, Richard Shepard, Aina Miemela, Clay Hall and Richard Ward.

(more)

An award committee composed of Miss Hayes, playwright Maxwell Anderson and drama critic Walter Kerr selected Noble's drama from among the 37 original television scripts produced by "Kraft" during the award year.

Noble was born and raised in Spokane, Wash. He attended the University of Washington. M-G-M bought his first script which was released under the title of "Young Ideas" starring Susan Peters, Herbert Marshall, Richard Carlson and Mary Astor. He was signed by M-G-M as a writer, a job he held for five years.

Urged to come to New York by Broadway producer Irene Selznick, Noble wrote many adaptations for television, leading up to his first original "Snapfinger Creek."

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NBC-New York, 11/15/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

November 15, 1956

WHICH TELEPHONE IS PROPER
--AND WHICH IS PROP?

An argument as to whether a wall telephone or a standing telephone was used in 1913 arose during a rehearsal of HIGH BUTTON SHOES (NBC-TV, Saturday, Nov. 24, 9 to 10:30 p.m., EST, in color and black and white), starring Nanette Fabray, Hal March and Don Ameche.

Hal March insisted that a wall phone should be used and comedian Joey Faye was equally insistent that a standing phone was in use in 1913 and that he REMEMBERED it. The argument was going full tilt when Faye stopped it by saying, "This is ridiculous. We've got the man right here who invented the telephone, Don Ameche. How about it, Don, which one is right?"

To which Ameche, star of the motion picture "The Story of Alexander Graham Bell," suavely replied, "Gentlemen, I can't settle your argument. I didn't invent the telephone until 1936."

Which one will be used in the 90-minute SATURDAY SPECTACULAR? That's a question as yet unanswered.

A SALUTE TO JOHNNY DEE

When George Hamilton IV sings his current record hit, "A Rose and a Baby Ruth," on THE STEVE ALLEN SHOW Sunday, Nov. 18, Allen will mention that the song was written by Johnny Dee.

Johnny Dee is actually John D. Loudermilk, who works in the art department at NBC's Durham-Raleigh, N.C. affiliate, WTVD. He figured his last name would cause confusion in Tin Pan Alley, so he dropped it.

The youthful (age 22) composer is also a vocalist and appears regularly on local WTVD radio and TV shows.

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MORGAN BEATTY WRITES NEW GUIDE TO WASHINGTON

NBC commentator Morgan Beatty's new guide to Washington is now on the presses and will be in bookstores soon. Published by Farrar, Straus and Cudahy, Inc., "Morgan Beatty's Your Nation's Capital," is described as "the only authorative and complete guide to the nation's capital." It tells where to go and what to see in Washington, D.C., and provides historical background on the buildings and tourist attractions. Beatty compiled the information during his many years as a reporter in Washington.

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NBC-New York, 11/15/56

NBC TRADE NEWS
A SERVICE OF RCA

NBC RADIO NETWORK'S PLAN FOR 5-MINUTE (7 A.M.-11 P.M.) NEWSCASTS IS ENDORSED BY AFFILIATES AT FIRST OF FIVE REGIONAL MEETINGS

FOR RELEASE MONDAY A.M., NOV. 19

An overwhelming majority of the 30 NBC Radio affiliates present at the first of a series of five regional meetings between the NBC Radio Network and executives of its affiliated stations endorsed the network's plan to program five-minute news broadcasts on the hour, 7 a.m. to 11 p.m. local time, across the country.

Announcement of the endorsement, was made by Matthew J. Culligan, Vice President in charge of NBC Radio. Mr. Culligan reported that a seven-and-a-half percent increase in compensation for its radio affiliates effective Jan. 1, 1957, was announced by NBC at the same meeting, held in New York Thursday, Nov. 15.

Speaking to the affiliate group, Mr. Culligan outlined in detail the network's complete plans as endorsed on Nov. 9 by the NBC Radio Affiliates Executive Committee and the Radio Affiliates Program Advisory Committee.

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2 - Radio Affiliates

The plans include an expanded "Monitor" and other strengthened programming as well as provisions for all station breaks to be lengthened to 70 seconds and for affiliated stations to sell any open commercial positions in the network programs, subject to recapture.

Mr. Culligan and other executives of the NBC Radio Network are meeting with NBC Radio affiliates at other regional meetings in Chicago (Nov. 16), Atlanta (Nov. 19), Dallas (Nov. 20) and San Francisco (Nov. 26).

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NBC-New York, 11/16/56

NBC TRADE NEWS
A SERVICE OF RCA

November 16, 1956

'CAN DO,' NEW SHOW WITH PRIZES UP TO $50,000 FOR CONTESTANTS, BEGINS NOV. 26 WITH ROBERT ALDA AS EMCEE; GUEST STARS TO PERFORM STUNTS

PREMIERE

CAN DO, a new audience-participation show offering cash prizes up to $50,000 to contestants who guess correctly whether famous personalities can perform certain stunts, will become an NBC-TV feature starting Monday, Nov. 26 (three out of every four Mondays, 9-9:30 p.m., EST).

The new series will star Robert Alda as emcee. It will be sponsored by Revlon, Inc. C. J. La Roche and Co., Inc., is the agency. "Can Do" will be presented instead of the originally announced "Most Beautiful Girl in the World" program.

Contestants need not be "expert" on anything, since their participation on "Can Do" will require no special knowledge, skill or specialization in any field. The only qualification will be their ability to guess on a star's performance.

During a contestant's first appearance on the program, a guest celebrity will perform three separate tests of skill.

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Before each stunt, the contestant will push one of two buttons which will indicate his guess to the audience by lighted signs -- "Can Do" or "No Can Do." Correct guesses will be worth $1,500 to the contestant for the first stunt, increasing to $3,000 and then $6,000 for the second and third. The contestant then becomes eligible to return the next week and try to increase his prize to $12,500.

During the second, third and fourth week, when the award will progress from $12,500 to $25,000 and $50,000 respectively, a different star each week will perform a single stunt for the contestant's consideration. Winners will be permitted to stop and collect whatever prize they have won to that point. If they continue and guess incorrectly, they will receive a consolation prize equal to 10 percent of the amount for which they were trying.

"Can Do" is a Joe Cates production. John Greenhut will be executive producer, and Thomas Naud producer. The series will originate in NBC-TV's Radio City Studio 6B in New York.

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NBC-New York, 11/16/56

NBC TRADE NEWS
A SERVICE OF RCA

November 16, 1956

NEW MONDAY-THROUGH-FRIDAY MORNING PROGRAM LINEUP ANNOUNCED BY NBC TELEVISION

A new Monday-through-Friday morning program line-up for NBC-TV which shifts HOME to the 10-11 a.m., EST, time period to be followed by THE PRICE IS RIGHT, was announced today by Mort Werner, Vice President, National Television Programs. The program changes will be effective Dec. 31.

When it moves from its current 11 a.m.-12 noon time period into its new hour, "Home" will replace DING DONG SCHOOL, which goes off the air on Dec. 28 after 1,105 consecutive NBC-TV telecasts.

Mr. Werner said that Dr. Frances Horwich, creator, star and producer of "Ding Dong School," would continue in her position as Supervisor of Children's Programs for NBC. One of her first assignments after Jan. 1 will be to undertake an extended study of children's television programming in Europe and the United States, and to make specific recommendations as to future NBC programs for children based on her observations and study.

Commenting on the departure of "Ding Dong School" from the network, Mr. Werner said:

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"'Ding Dong School' has compiled a remarkable record in the more than four years since Dr. Horwich rang the first bell for the premiere program. It has been on the air for more than 1,000 consecutive telecasts without repeating a program.

"NBC is delighted that Dr. Horwich will be able to devote her efforts full-time after Dec. 31 to her position as Supervisor of Children's Programs. As one of the country's leading educators in the primary field, her recommendations and advice on children's programming are invaluable.

"We think her study of children's programming in Europe and across the United States should turn up many stimulating program ideas. We expect her to be back on NBC with a new children's program format."

Dr. Horwich said:

"I have heard frequent comments about the excellent quality of children's television programming in Europe, and it will be a challenging task to evaluate these programs and ideas with the thought of bringing the best back for use by NBC. Of course, we will not overlook a complete study of the many interesting children's programs being presented on local stations in this country. 'Ding Dong School' itself was a local program before it went on the network."

With the changes in the 10 a.m.-12 noon time period, NBC-TV's Monday-through-Friday morning schedule on Dec. 31 will be as follows:

(more)

7- 9 a.m. -- TODAY, starring Dave Garroway.

10-11 a.m. -- HOME, with Arlene Francis as hostess.

11-11:30 a.m. -- THE PRICE IS RIGHT, audience participation program starring Bill Cullen. This program will make its debut on the network on Nov. 26 in the 10:30-11 a.m. time period.

11:30-12 noon -- New show to be announced.

12-12:30 p.m. -- TIC TAC DOUGH, starring Jack Barry.

12:30-1 p.m. -- IT COULD BE YOU, starring Bill Leyden.

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NBC-New York, 11/16/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE

Nov. 25 - Dec. 1

Sunday, Nov. 25

3:30-4:00 p.m., EST -- ZOO PARADE -- Today's film is entitled "Jackson Hole, Wyoming - Part II."

9:00-10:30 p.m., EST -- HALLMARK HALL OF FAME -- "Man and Superman," George Bernard Shaw's brilliant comedy, starring Maurice Evans and Joan Greenwood; with Malcolm Keen, Chester Stratton, Edith King, Sylvia Short, Douglas Watson, Walter Greaza, Ian Martin and Patricia Moore.

Monday, Nov. 26

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Ashes in the Wind."

9:30-10:30 p.m., EST -- ROBERT MONTGOMERY PRESENTS -- "Plainfield Teachers College," starring Jerry Lester.

Tuesday, Nov. 27

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Empty Nest."

8:30-9:00 p.m., EST -- NOAH'S ARK -- Tonight's chapter is entitled "Cure-All."

9:30-10:30 p.m., EST -- MARCH OF MEDICINE -- "Monganga" (White Doctor) -- A film made in Africa's Belgian Congo depicting the daily activities of an American doctor there. Principal commentator is author John Gunther.

10:30-11:00 p.m., EST -- BREAK THE $250,000 BANK -- With quiz-master Bert Parks.

(more)

2 - NBC Color Telecast Schedule

Wednesday, Nov. 28

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Spare Your Pity."

9:00-10:00 p.m., EST -- KRAFT TV THEATRE -- "Time Lock" by Arthur Hailey.

Thursday, Nov. 29

10:00-11:00 p.m., EST -- LUX VIDEO THEATRE -- "Old Acquaintance," starring Ruth Hussey.

Friday, Nov. 30

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Last Leaf."

8:30-9:00 p.m., EST -- WALTER WINCHELL SHOW -- With tonight's guest stars Jimmy Durante and vocalist Jill Corey.

9:00-10:00 p.m., EST -- THE CHEVY SHOW -- Starring Dinah Shore, with guests George Gobel, Guy Mitchell, The Skylarks and dancer Shirley MacLaine.

Saturday, Dec. 1

8:00-9:00 p.m., EST -- PERRY COMO SHOW -- Perry's guests are Carol Channing, Nat King Cole, Isaac Stern and Archie Moore.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Nov. 26	11:25-11:30 a.m.	-- WRCA-TV WINDOW.
		1:00- 2:05 p.m.	-- TEX AND JINX SHOW.
through	through	6:45- 7:00 p.m.	-- ESSO NEWS.
		11:10-11:15 p.m.	-- TEX ANTOINE.
Friday	Nov. 30	11:15-11:25 p.m.	-- HY GARDNER SHOW.
Saturday	Dec. 1	11:00-11:15 p.m.	-- SAVARIN NEWS.

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NBC-New York, 11/16/56

NBC TRADE NEWS

ROBERT J. STEINLE IS APPOINTED PROMOTION MANAGER, MERCHANDISING DEPT., NBC-TV NETWORK

Appointment of Robert J. Steinle to the post of promotion manager, Merchandising Department, NBC Television Network, was announced today by Murray Heilweil, Manager of the department.

Before coming to NBC, Mr. Steinle served with Amos Parrish and Co. in New York as group account supervisor and assistant to the director of the sales promotion and advertising agency division. He also was presentation and promotion writer for CBS, and before that was a retail specialist for Radio Advertising Bureau and chief copy writer for the J.C. Penney and W.T. Grant department and variety store chains.

Mr. Steinle lives in New York.

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NBC-New York, 11/16/56

A STATEMENT ON 1956 OLYMPIC GAMES FILM COVERAGE

The following text is the official press announcement concerning the position of the American, British, Canadian and European cinema and television news film organizations on film coverage of the 1956 Olympic Games:

The American, British, Canadian and European cinema and television news film organizations announced today that their position concerning film coverage of the Olympic Games remains unaltered. They will be unable to show any film of the games in television programs or in cinema newsreels. Television news and sports programs will report the games only by spoken reports and still photographs.

This is because after more than a year's negotiations with the Melbourne Olympic Committee the British, West European, Canadian and American television and cinema news film organizations are still being denied the right freely to cover the games in a way that will enable them to provide the minimum proper news service to the public.

The news film organizations offered to form a pool to film the games at their own cost and agreed to limit the use of such film to a maximum of three minutes in any one newsreel or newscast up to a total of nine minutes per day. In addition they offered to provide the Olympic Committee free of charge with a complete copy of their coverage of the games giving

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the Committee full rights to sell this film commercially or to distribute it to sport organizations, universities, and similar bodies. The Olympic Committee would also have had the right to dispose of the newsreel rights in the material in countries not covered by the British, American and European pool. These organizations would additionally have paid the Olympic Committee for whatever film they wanted to use in their programs other than regularly scheduled news and sports programs. The committee refused their offer and instead suggested that the cinema and television newsreel organizations could have three minutes of film free on any one day but that the amount of film sent from Melbourne would be limited and therefore the selection of events would be restricted.

The pool has declined to accept this offer of limited coverage because they feel that it continues to deny the news gathering organizations the necessary freedom to provide from a comprehensive selection of films the minimum proper news service to the public.

The members of the cinema and television pool include the British Broadcasting Corporation, the Independent Television Authority, the British Independent Television News Service, the Canadian Broadcasting Corporation, the Columbia Broadcasting System, International News Service - Telenews, National Broadcasting Company, Newsreel Association of Europe, the Newsreel Association of Great Britain and Ireland, the Newsreel Association of the U.S.A., the Newsreel Companies of Australia, United Press, Movietone News and the members of the European Broadcasting Union, namely: DFS Deutsches Fernsehen, ORF

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Oesterreischer Rundfunk, INR Institut National Belgo De Radio-diffusion Television, NIR Belgisch Nationaal Instituut Voor Radio-Omroep-Vlaamse Televisie, DSR Statsradiofonien Denmark, RTF Radio-Diffusion Television Francaise, NTS Nederlandse Televisie Stichting, Radiojanst Sweden, SRG Schweiz Rundspruchgesellesschaft, Fernsehen Dienst, SSR Societe Suisse De Radiodiffusion, Service De Television, Tele-Montecarlo, RAI-Radio Televisione Italia, CLT, Compagnie Luxembourgeoise Telediffusion.

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NBC-New York, 11/16/56

30TH ANNIVERSARY OF NATIONAL BROADCASTING COMPANY WILL BE OBSERVED WITH FOUR-DAY CONVENTION AT MIAMI BEACH

The 30th Anniversary of the National Broadcasting Company will be observed with a special four-day Convention at the new Americana Hotel in Bal Harbour, Miami Beach, Fla., Dec. 12 through Dec. 15.

Owners and executives of NBC affiliated television and radio stations, stars of the network, and executives of NBC and the Radio Corporation of America will attend.

Robert W. Sarnoff, President of NBC, will deliver the Convention's principal address at the NBC Affiliates 30th Anniversary Dinner on Thursday evening, Dec. 13. Governor Leroy Collins of Florida will give a welcoming speech on behalf of the State of Florida.

Niles Trammell, former President and Chairman of the Board of NBC and President of WCKT, NBC's affiliated television station in Miami, also will speak at the banquet dinner that evening. He will be introduced by the banquet's toastmaster, Harry Bannister, Vice President in charge of Station Relations for NBC. Mr. Trammell will, in turn, introduce Mr. Sarnoff.

The following day, a luncheon will be given by NBC's affiliated stations for Brig. General David Sarnoff, Chairman of the Board

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of RCA and a member of the Board of Directors of NBC, to mark his contributions to broadcasting during 30 years of network service and 50 years of service to the electronics industry.

In addition, three NBC-TV programs will originate during the 30th Anniversary Convention from the Americana, Miami Beach's newest hotel. They are: "The Perry Como Show" on Saturday, Dec. 15 (8-9 p.m., EST); two three-hour telecasts of "Today" starring Dave Garroway on Thursday morning, Dec. 13 and Friday morning, Dec. 14 (7-10 a.m., EST); and a one-hour telecast of "Tonight" starring Steve Allen originating from the Americana's lobby and poolside Friday evening, Dec. 14 (11:30 p.m.-12:30 a.m., EST).

A golf tournament for executives of NBC affiliated stations, NBC and RCA will be held on the second day of the convention, Dec. 13, at Miami's La Gorce Country Club. It is planned that a portion of the tournament will be televised that morning on "Today."

Following the telecast of "The Perry Como Show" on Saturday, Dec. 15, the convention will end with a dinner and dance.

The National Broadcasting Company broadcast its first program over a network of 25 radio stations on Nov. 15, 1926. NBC now has grown to a radio network of 188 stations and a television network of 207 stations.

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NBC-New York, 11/19/56

NBC

color television presents

RVICE OF RCA

PRODUCERS' SHOWCASE

November 19, 1956

INTERNATIONALLY KNOWN SINGERS AND INSTRUMENTALISTS WILL PERFORM IN SECOND EDITION OF S. HUROK'S "FESTIVAL OF MUSIC," COLORCAST ON "PRODUCERS' SHOWCASE" DEC. 10

An all-star cast of great musical artists will perform in the second edition of S. Hurok's "Festival of Music," to be colorcast on NBC-TV's PRODUCERS' SHOWCASE Monday, Dec. 10 (8-9:30 p.m., EST).

Top-flight singers and instrumentalists, including Marian Anderson, Boris Christoff, Victoria de los Angeles, Artur Rubinstein, Andres Segovia and Richard Tucker will participate. Alfred Wallenstein will conduct the 75-piece Symphony of the Air for "Festival of Music," which will also feature a large chorus and a corps-de-ballet.

Soprano Victoria de los Angeles and tenor Richard Tucker will open "Festival of Music" by singing the lead roles in the first act of Verdi's "La Traviata." They will be assisted by the chorus, corps-de-ballet and full orchestra.

Andres Segovia, internationally acclaimed as the world's greatest living classical guitarist, will play several selections of his own composition.

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Marian Anderson, American contralto, returns to "Festival of Music" to sing several spirituals. Her appearance on the first "Festival of Music" was one of its most popular segments.

Artur Rubinstein, world-famous pianist who scored in his "live" TV debut on the first "Festival of Music," will offer in its entirety Rachmaninoff's "Rhapsodie on a Theme of Paganini." He will be accompanied by the Symphony of the Air under Alfred Wallenstein's baton.

Boris Christoff, celebrated basso, will sing one of his most famous roles, Boris, in the third act of Moussorgsky's "Boris Godounov," which includes the stirring death scene. The chorus and orchestra will also participate.

Hurok's first presentation of "Festival of Music" on "Producers' Showcase" Jan. 10, 1956, was a notable critical and popular success. It was hailed as an unprecedented event which afforded millions of tele-viewers an occasion of musical rarity that had never been accomplished in concert history. Thousands of letters from viewers requested that it be made an annual program. Taking advantage of the experience of the initial show, Hurok decided that the second edition would concentrate on fewer artists performing longer selections in order to present the offerings as much as possible in their entirety.

(more)

Hurok, last of the impresarios in the great tradition, is known on two continents for his encouragement of great talent in such varied entertainment fields as the dance, concert, opera and the theatre. In addition to "Festival of Music," he also presented the Sadler's Wells Ballet in "The Sleeping Beauty" last season on "Producers' Showcase." Hurok is represented on Broadway currently with the Old Vic Company presenting Shakespeare in repertory.

"Festival of Music" will be directed by Kirk Browning, with sets by Burr Smidt. Both men had similar assignments for the first show. Costumes will be by Robert Fletcher.

George Bassman is music supervisor for "Producers' Showcase."

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NBC-New York, 11/19/56

CREDITS FOR 'TOPPER' ON NBC-TV

TIME:	Alternate Sundays, 5-5:30 p.m., EST.
CAST:	Leo G. Carroll is seen as Cosmo Topper, Lee Patrick as his wife, Henrietta; Robert Sterling and his wife, Anne Jeffreys, as George and Marion Kerby; and Neil, the martini-loving dog, is played by himself.
FORMAT:	Situation comedy developed from Thorne Smith's "Topper" creation. A whimsical banker, Cosmo Topper, finds that his newly-acquired house comes complete with ghosts (the Kerbys and their dog, Neil), which only he can see.
PRODUCTION BY:	John W. Loveton - Bernard L. Schubert Productions.
PRODUCER:	John W. Loveton.
DIRECTOR:	Phil Rapp.
SCRIPTS:	George Oppenheimer.
BEGAN ON NBC-TV:	June 10, 1956. RESUMED: Nov. 4, 1956, on the West Coast only; Nov. 18 on the full network.
NBC PRESS REPRESENTATIVE:	Gene Lushbaugh, New York.

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NBC-New York, 11/19/56

'AT THE UNITED NATIONS WITH LEON PEARSON'
IS NEW NBC RADIO FEATURE THURSDAY NIGHTS

AT THE UNITED NATIONS WITH LEON PEARSON, a new Thursday night (9:05-9:30 p.m., EST) NBC Radio series, had its premiere Nov. 15. The program features newscaster Leon Pearson reporting events of the week and their significance, interviews with UN personalities, and recordings of the sessions' highlights during the week.

Veteran newsman Pearson joined NBC in 1947 after extensive newspaper and wire service experience. He has covered such stories as the 1945 Big Three meeting in Moscow, the 1947 Big Four Foreign Ministers Conference in Moscow, the 1948 Italian elections, the Paris meeting of the UN General Assembly, and the Berlin Airlift. He returned to the United States to cover the United Nations meeting at Lake Success from 1949 through 1951.

NBC TRADE NEWS
A SERVICE OF RCA

November 20, 1956

DEAN MARTIN AND JERRY LEWIS TO BE PRESENTED ON OWN INDIVIDUAL SHOWS ON NBC-TV DURING REMAINDER OF THIS SEASON AND NEXT 4 YEARS UNDER NEW CONTRACT

Dean Martin and Jerry Lewis will be presented on their own individual shows on NBC-TV during the remainder of this season and the next four years as the result of a new contract between NBC and York Pictures Corporation, it was announced today by Thomas A. McAvity, Executive Vice President, Television Network Programs and Sales.

The contract, effective Nov. 15, 1956, runs through Aug. 31, 1961, and provides for two one-hour programs during the January-to-June period of 1957 and eight one-hour shows annually for the four seasons thereafter. Present plans call for each performer to star in an equal number of shows.

"We are extremely pleased to have these great talents continue on NBC for the next five years," Mr. McAvity said. "Dean Martin and Jerry Lewis are each brilliant performers in their own right, and we expect their individual programs to be high spots of each television season."

(more)

York Pictures, which holds contracts with Martin and Lewis for their entertainment services, also withdrew its pending breach of contract law suit against NBC.

Martin and Lewis are among the top entertainment attractions in show business. Since their NBC-TV debut in August, 1948, their appearances on the "Colgate Variety Hour," the "Colgate Comedy Hour," and other programs have drawn some of the largest audiences in television's history.

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NBC-New York, 11/20/56

NBC TRADE NEWS
A SERVICE OF RCA

November 20, 1956

KRAFT FOODS COMPANY ORDERS $2,000,000
DAYTIME SCHEDULE ON NBC TELEVISION

Daytime billings on NBC Television continued to surge upward as the Kraft Foods Company, a long-time evening sponsor on the network, ordered a $2,000,000 advertising schedule to mark its first major daytime sponsorship on NBC-TV, it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales.

This is the third significant NBC-TV daytime sale in a month, following $3,500,000 in purchases by the Sweets Company of America and the Corn Products Refining Company.

The 52-week Kraft order calls for the advertiser to sponsor segments of the following afternoon programs on Thursdays, starting Jan. 3: The first quarter-hour segment of "Tic Tac Dough" (12 noon-12:30 p.m., EST); two participations on "NBC Matinee Theater" (3-4 p.m., EST); "Modern Romances" (4:45-5 p.m.,)

(more)

which is now 80 per cent sold out, and the first 15-minute segment of "Comedy Time" (5-5:30 p.m., EST).

The Kraft Foods Company also sponsors the "Kraft Television Theatre" (Wednesdays, 9-10 p.m., EST), the longest continuously running dramatic program on network television and now in its 10th year on NBC-TV.

J. Walter Thompson Company is the advertising agency for Kraft.

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NBC-New York, 11/20/56

NBC TRADE NEWS
A SERVICE OF RCA

November 20, 1956

THREE CITATIONS BY ANTI-DEFAMATION LEAGUE OF B'NAI B'RITH AWARDED "ALCOA HOUR" FOR "TRAGEDY IN A TEMPORARY TOWN"

Three special citations awarded NBC-TV's ALCOA HOUR by the Anti-Defamation League of B'nai B'rith for the program, "Tragedy in A Temporary Town," will be presented during an annual award luncheon at the Mayflower Hotel, Washington, D.C., on Sunday, Nov. 25.

Accepting the citations will be Robert W. Sarnoff, President of the National Broadcasting Company; Herbert Brodkin, producer of the "Alcoa Hour," and John St. Peter, the Washington, D.C., public relations manager of the Aluminum Company of America.

The citations describe the program as "the most dramatic and forthright television program of the year bringing the message of democracy to the American people." A major portion of the play will be re-telecast during the award ceremony and will be presented by the NBC-TV Network from 2 to 3 p.m., EST.

The play, written by Reginald Rose, was originally presented on the "Alcoa Hour" on Feb. 16, 1956. Sidney Lumet directed and Lloyd Bridges was the star. It is a story of mob violence directed against a minority group teenager in a construction workers' camp.

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NBC TRADE NEWS
A SERVICE OF RCA

November 20, 1956

ORDERS TOTALING $100,000 IN GROSS SALES PLACED WITH NBC RADIO NETWORK IN PAST TWO WEEKS

New and additional orders totaling almost $100,000 in gross sales were placed with the NBC Radio Network during the past two weeks, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The purchases were made by five advertisers and involve several special programs as well as the regular morning show, "NBC Bandstand," and the afternoon series, "Mary Margaret McBride" and "Fred Waring Songfest." The orders follow:

The Allis-Chalmers Manufacturing Company, through Bert S. Gittins Advertising, Inc., will sponsor a special Christmas Eve musical program, the "Fred Waring Christmas Show," on Dec. 24 from 9:30-10:30 p.m., EST.

The General Electric Company, for the third consecutive year, will sponsor NBC Radio's coverage of the New Year's Eve celebrations from Times Square, New York, and the Loop in Chicago, to be heard from 11:55 p.m. to 12:05 a.m., EST, and from 12:55 to 1:05 a.m., EST, respectively. Also, a pickup from Hollywood to be heard on the Pacific Coast only (11:55 p.m. to 12:05 a.m., PST). The order, for General Electric's Telechron clocks, was placed through N.W. Ayer and Son, Inc.

(more)

The Whitehouse Company, through Victor and Richards, Inc., ordered nine special programs for its Christmas Chimes records. Five of the programs, from five to fifteen minutes in length, were scheduled between Nov. 10 and Nov. 12, and four programs, each 15-minutes long, were scheduled between Nov. 17 and 19.

The Hearst Corporation, for its Good Housekeeping Magazine, six participations in "NBC Bandstand" from Nov. 20 to Nov. 22; six announcements in the "Mary Margaret McBride" program between Nov. 20 and Nov. 26, and two participations in the "Fred Waring Songfest" on Nov. 22. Grey Advertising, Inc., represents the Hearst Corp.

The Seven-Up Company, through J. Walter Thompson, six participations in "NBC Bandstand" scheduled on Mondays and Tuesdays, Dec. 3 through Dec. 18.

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NBC-New York, 11/20/56

CAST, CREDITS AND SYNOPSIS FOR SHAW'S "MAN AND SUPERMAN," STARRING MAURICE EVANS AND JOAN GREENWOOD ON "HALLMARK HALL OF FAME" COLORCAST--NBC-TV SUNDAY, NOV. 25 (9-10:30 P.M., EST)

CAST

John Tanner.....MAURICE EVANS

Ann Whitefield.....JOAN GREENWOOD

Roebuck Ramsden.....Malcolm Keen

Octavius.....Chet Stratton

Mrs. Whitefield.....Edith King

Violet.....Sylvia Short

Hector.....Douglas Watson

Mr. Malone.....Walter Greaza

Henry Straker.....Ian Martin

Maid.....Patricia Moore

* * *

CREDITS

Original Play By.....GEORGE BERNARD SHAW

Executive Producer.....MILDRED FREED ALBERG

Produced and Directed By.....GEORGE SCHAEFER

Associate to Mr. Schaefer.....ROBERT HARTUNG

Editorial Supervisor.....JOSEPH SCHRANK

Scenery.....ROBERT WIGHTMAN

Costumes.....NOEL TAYLOR

Program Supervisor.....JOSEPH CUNNEFF

Unit Manager.....BRICE HOWARD

(more)

CREDITS (CONT'D)

Associate Director.....ADRIENNE LURASCHI

Technical Director.....ROBERT LONG

Sponsor.....HALLMARK CARDS, INC.

Agency.....FOOTE, CONE & BELDING

NBC Press Representative.....ALEC S. NYARY

STORY OUTLINE

Ann Whitefield's father has made a will naming as her guardian -- at her own request -- John Tanner, an affluent family friend. Ann, a pretty English girl, is in love with Tanner and wants to marry him. Extremely determined, Ann usually gets her way, but manages to hide her aggressiveness. Tanner, however, is hardly fooled and is furious when he discovers he is her legal guardian. Having a confirmed bachelor's fear of marriage, he decides to steal off to Spain when he realizes that Ann is stalking him with matrimony in mind. Ann follows him to Granada with a motor party. When she finds him, she announces that her mother wishes her to marry him. This her mother denies, giving Tanner an excellent opportunity to reject her. But Ann and the "Life Force" win out by the time the play ends. For Ann is Everywoman, the Life Force which cannot be denied.

* * *

SCENE SYNOPSIS

The time is 1905, England.

ACT I

Scenes 1 -- The doorway of Ramsden's home.

(more)

SCENE SYNOPSIS (CONT'D)

2 -- The study of Ramsden's home.

3 -- (a) the hallway.
(b) the front door.

4 -- The drawing room and conservatory.

ACT II

Scenes 1 -- The driveway before Tanner's home.

2 -- The billiard room, Tanner's home.

3 -- The terrace, Tanner's home.

4 -- The driveway, Tanner's home.

ACT III

The garden of a Spanish villa in Granada, Spain.

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NBC-New York, 11/20/56

U.S. TIME CORP. EXTENDS ITS ONE-THIRD SPONSORSHIP OF 'STEVE ALLEN SHOW'

The U.S. Time Corporation has extended its one-third sponsorship of "The Steve Allen Show" on NBC-TV Sundays (8-9 p.m., EST) to include 13 programs during 1957, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales. The original contract was for four programs this Fall.

The additional order, for Timex watches, calls for U.S. Time to sponsor one-third of the following programs: Jan. 13, Jan. 27, Feb. 10, Feb. 24, March 10, March 24, April 14 and April 28. The five remaining programs will be scheduled during the last quarter of 1957. Peck Advertising Agency, Inc., represents the U.S. Time Corp.

Brown and Williamson Tobacco Co. and the Andrew Jergens Co. each sponsor one-third of "The Steve Allen Show" through next Fall.

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NBC-New York, 11/20/56

NBC TRADE NEWS

STANDARD BRANDS TO SPONSOR SEGMENT OF 'QUEEN FOR A DAY'

Standard Brands, Inc., will sponsor an alternate-week segment of NBC-TV's "Queen For A Day" (Monday through Friday, 4-4:45 p.m., EST) starting Jan. 8, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

The 52-week order, representing $400,000 in gross revenue, calls for Standard Brands to sponsor the 4:15-4:30 p.m. segment of "Queen For A Day" on alternate Tuesdays.

Standard Brands also sponsors the second quarter-hour period of the "Tennessee Ernie Ford Show" (NBC-TV, weekdays, 2:30-3 p.m., EST) on Tuesdays and Fridays.

Ted Bates and Company, Inc., is the agency for Standard Brands, Inc.

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NBC-New York, 11/20/56

ARC TRANSE TO TURNICK SPONSOR 30 HOUSE FOR A DA

The Card Group, Inc., will sponsor an
portable-work segments of NBC-TV's "Today Show"
" (Monday through Friday, 7:00 a.m., EST)
using Jan. 6, by the production body of Philips
(Dilly) Corporation, Inc., with headquarters, TEC
evision Network Data.

The 52-week buys, beginning Jan. 6,
gross revenue, with the remaining Tuesdays in
mark the initial 13 p.m. segment of "Jack Ba-
ay" on alternate Tuesdays.

Standard Times also sponsors the morning
three-hour period of the "Tomorrow Show Part
" (NBC-TV, weekdays, 9:30-12:00 noon, EST) on
Tuesday and Friday.

The Talon Sub Company, Inc., in the spons

NBC TRADE NEWS
A SERVICE OF RCA

November 21, 1956

THREE PROMOTIONS ANNOUNCED IN NBC RADIO NETWORK PROGRAM DEPARTMENT

Three promotions in the NBC Radio Network's program department were announced today by Norman S. Livingston, Director of NBC Radio Network Programs. They are:

Allen Ludden, appointed Manager, Program Planning and Development;

Robert Wogan, named Manager, Program Operations;

Van Woodward, appointed Manager, Scripts.

Mr. Ludden has had a varied background in both the performing and production phases of the entertainment fields. On the air, he has presided over several NBC Radio programs for young listeners during the past five years. Last April he became supervisory producer for "Weekday" and since August has served as Coordinator of Program Sales for radio.

Mr. Wogan joined NBC in 1943 as a page. Two years later he was promoted to Assistant Supervisor of Announcers and since then has been in the radio program department. He was named Supervisor of Associated Producers in 1950, Supervisor of Program Operations in 1952 and for the past year has been Eastern Program Manager.

Mr. Woodward came to NBC from radio station WINS, in New York, in June 1948. He was named Assistant Manager of Program Script later that year and since June 1950 has been Supervisor of Script for NBC Radio.

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B-609

NBC OWNED STATIONS DIVISION

News

November 21, 1956

JOHN J. BRENNAN AND NICHOLAS GORDON ARE ADVANCED
BY THE NBC OWNED STATIONS DIVISION

The advancement of John J. Brennan to the post of Business Manager of NBC Owned Stations and NBC Spot Sales and of Nicholas Gordon to Manager, Rates and Program Evaluation, was announced today by Thomas S. O'Brien, Director of Business Affairs of the NBC Owned Stations.

Brennan joined NBC in 1953 as an accountant. In 1954 he became Business Manager of Stations WRCA and WRCA-TV. He was named Assistant Business Manager of the NBC Owned Stations on Jan. 1, 1956.

Prior to joining NBC, Brennan had been associated with public accounting firms, including Price, Waterhouse and Co., and with the tax department of the Radio Corporation of America. A graduate of Manhattan College, and a World War II army veteran, he lives with his wife and three children in Suffern, N.Y.

Gordon joined NBC in 1953 as a rate and pricing analyst. He was previously director of research and sales planning for the Keystone Broadcasting System, senior radio and television analyst for William H. Weintraub & Co., Inc., and had been associated with Ross Reports, New York, the City News Bureau of Chicago and the Chicago office of Advertising Age. A graduate of the University of Chicago, he lives in Riverdale, N.Y., with his wife and three children.

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ARMY-NAVY GRID CLASH WILL BE 'GAME OF THE WEEK' ON NBC TELEVISION SATURDAY, DEC. 1

One of America's favorite football games -- Army versus Navy -- will be televised nationally as NBC-TV's GAME OF THE WEEK on Saturday, Dec. 1, from Philadelphia. Lindsey Nelson and Red Grange will be the commentators for the telecast, which starts at 1:15 p.m., EST, 15 minutes before the kickoff.

An overflow throng of more than 100,000 is expected at the huge Municipal Stadium for the annual battle of the service academies -- the 57th in a series dating back to 1890. Army leads, 29 to 23 with four ties, and was the winner a year ago, 14-6.

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LARRY MARKES NAMED CHIEF WRITER FOR 'JONATHAN WINTERS SHOW'; JACK CRUTCHER ALSO ADDED TO SCRIPT STAFF

Two new comedy writers have joined the writing staff of NBC-TV's THE JONATHAN WINTERS SHOW (Tuesdays, 7:30 p.m., EST), bringing the number "laboring in the Winters vineyard" to five, including Jonathan himself.

Larry Markes, a former chief writer for Jackie Gleason, takes over as chief writer on the Winters show. Markes has been a writer for Steve Allen and spent the last three years writing for Jack Paar.

Markes has brought with him Jack Crutcher, another ex-chief writer for "Ozzie and Harriet" and other programs. Crutcher has been out on the West Coast for the past seven years, writing for Desilu Productions.

Jim Lehner and George Atkins will continue writing for the show, according to Martin Goodman, executive producer.

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NBC-New York, 11/21/56

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ARMY HAS'NT QUITE WRITTEN OUR 'LONESOME WINTERS
JACK CHUCKERS ALSO ADDED TO SOCKEY STAFF

new sports writers have joined the writing
JOHNTHAN WINTERS SHOW (Thursday, 7:30 p.m., NB
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er Mathes, a former chief writer for Radio Cla
a chief writer on the Winters show. Larry Lun

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE

Dec. 2 - 8

Sunday, Dec. 2

3:30-4:00 p.m., EST -- ZOO PARADE -- Today's episode is entitled "Animal Contrasts," filmed in Chicago's Lincoln Park Zoo.

9:00-10:00 p.m., EST -- THE ALCOA HOUR -- "Merry Christmas, Mr. Baxter," adapted for television by William McCleery from the book by Edward Streeter; and starring Dennis King and Cornelia Otis Skinner.

Monday, Dec. 3

3:00-4:00 p.m., EST -- NBC MATINEE THEATER.

9:30-10:30 p.m., EST -- ROBERT MONTGOMERY PRESENTS THE SCHICK TELEVISION THEATRE. -- "Sunset Boulevard," starring Mary Astor; adapted for television by Doria Folliott.

Tuesday, Dec. 4

3:00-4:00 p.m., EST -- NBC MATINEE THEATER.

8:30-9:00 p.m., EST -- NOAH'S ARK -- "Syncopated Squirrel."

10:30-11:00 p.m., EST -- BREAK THE $250,000 BANK.

Wednesday, Dec. 5

3:00-4:00 p.m., EST -- NBC MATINEE THEATER.

9:00-10:00 p.m., EST -- KRAFT TV THEATRE -- "The Ninth Hour," Ben Benson's adaptation of the novel by Will Lorin.

(more)

2 - NBC Color Telecast Schedule

Thursday, Dec. 6

3:00-4:00 p.m., EST -- NBC MATINEE THEATER.

Friday, Dec. 7

3:00-4:00 p.m., EST -- NBC MATINEE THEATER.

8:30-9:00 p.m., EST -- WALTER WINCHELL SHOW -- With special guest star Frank Sinatra.

Saturday, Dec. 8

1:00-2:00 p.m., EST -- FASHION SHOW -- "New Figures of 1957" -- A full-hour fashion show in color -- "New Figures of 1957" -- with Natalie Core as commentator. Among designers who will participate are Ben Zuckerman, Pauline Trigere, Lily Dache, Wragge, Harvey Berin, Roxanne, Adele Simpson and Ceil Chapman.

8:00-9:00 p.m., EST -- PERRY COMO SHOW -- Perry's guests tonight are Pearl Bailey, Guy Lombardo, Spike Jones and his band, and the Look Magazine All-American Football Team.

PLEASE NOTE: DINAH SHORE SHOW Thursday, Dec. 6, 7:30-7:45 p.m., EST, will be telecast in black and white only -- and not in color as announced in the December color schedule.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV:

Monday	Dec. 3	11:25 - 11:30 a.m.	-- WRCA-TV WINDOW.
		1:00 - 2:00 p.m.	-- TEX AND JINX SHOW.
through	through	6:45 - 7:00 p.m.	-- ESSO NEWS.
		11:10 - 11:15 p.m.	-- TEX ANTOINE.
Friday	Dec. 7	11:15 - 11:25 p.m.	-- HY GARDNER SHOW.
		11:25 - 11:30 p.m.	-- PUNCH LINE.
Saturday	Dec. 8	11:00 - 11:15 p.m.	-- SAVARIN NEWS.

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NBC-New York, 11/23/56

'FARM AND HOME HOUR' RECEIVES SAFETY COUNCIL AWARD

For Release Monday, Nov. 26.

NBC Radio's NATIONAL FARM AND HOME HOUR has been named winner of the National Safety Council's Public Interest Award for "exceptional service to farm safety."

The award was presented at a luncheon given by the council in Chicago Nov. 25 for members of the National Association of Television and Radio Farm Directors. NBC was the only national network honored with a Public Service award from the Safety Council.

It marked the fifth time that the Council has honored the program. The Public Interest awards are conferred for outstanding activities in connection with the annual National Farm Safety Week in July, or for exceptional service to farm safety during the preceding 12-month period.

The "Farm and Home Hour" was cited for its broadcast of July 21, 1956, which was devoted to farm safety. The broadcast featured Congressman Clifford Hope of Kansas, ranking minority member of the House Agriculture Committee, and the Russell Johnston family of Roanoke County, Va.

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

November 26, 1956

"SONJA HENIE STARRING IN 'HOLIDAY ON ICE'" WILL BE YULE FEATURE OF "SATURDAY SPECTACULAR" DEC. 22--ART LINKLETTER TO EMCEE COLORCAST WITH ERNIE KOVACS, NAIROBI TRIO AND AL KELLY

A glittering Christmas colorcast -- "Sonja Henie Starring in 'Holiday on Ice'" -- will be presented on NBC-TV's SATURDAY SPECTACULAR of Dec. 22 (9 to 10:30 p.m., EST).

Climaxed by an ice ballet of Tchaikovsky's Nutcracker Suite, in which Miss Henie will skate the role of the Sugarplum Fairy, the 90-minute color show will encompass not only "on-ice" entertainment, but several special variety acts presented on a conventional stage. Serving as master of ceremonies for the Spectacular will be Art Linkletter. Other stars to appear during the program include Ernie Kovacs, the Nairobi Trio, comedian Al Kelly, and the Goofers, zany instrumental group.

The Dec. 22 Spectacular also will mark the television debut of the Olympic Men's Figure Skating Champion, Hayes Alan Jenkins. Winner of the championship for the United States at the Olympic competition in Cortina, Italy, Feb. 1, 1956, Jenkins became a professional in July, 1956.

(more)

During 'Holiday On Ice' the ballet pays a "visit" to many parts of the world, including Africa, Alaska, Switzerland and New Orleans. In New Orleans a special rock 'n' roll festival will take place in the home of Dixieland.

Perry Cross will produce and Sidney Smith will direct "Sonja Henie Starring in 'Holiday on Ice'." Continuity will be written by Hervey Orkin and the music will be under the direction of Harry Sosnik. Ice choreography will be by Ted Shuffle.

The "Saturday Spectaculars" are sponsored by the Oldsmobile Division of General Motors, RCA Victor and RCA-Whirlpool.

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NBC-New York, 11/26/56

NBC RADIO NEWS

NBC'S BEN GRAUER COVERS INTERNATIONAL ROAD FEDERATION'S REGIONAL CONFERENCE IN GUATEMALA

NBC reporter Ben Grauer is now in Guatemala City, Guatemala, on network assignment to cover the Regional Conference of the International Road Federation (Nov. 26-28). Grauer, who left yesterday (Sunday) from Idlewild Airport, New York, will interview U.S. Congressional leaders at the conference and will fly with tape-recording equipment to the construction site of the last remaining incomplete link on the Pan-American Highway between Mexico and Guatemala. His progress reports will be broadcast by "Monitor" and other NBC Radio programs.

The conference will bring together for the first time highway, public works, customs and immigration officials of Mexico, Central America, the Caribbean, Colombia and the U.S., as well as representatives of the national roads associations and businesses of those areas. Chief purpose of the conference is to center attention on completion of the Pan-American Highway through Central America and to connect with the South American system in Colombia.

Grauer, who has a long-standing interest in the Pan-American Highway, has written articles for United Nations World and other magazines on the road's three remaining incompleted links.

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NBC-New York, 11/26/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

November 27, 1956

GREER GARSON AND FRANCHOT TONE HEAD NOTABLE CAST FOR TV PREMIERE OF 'THE LITTLE FOXES' IN 'HALL OF FAME' COLORCAST DEC. 16

Greer Garson and Franchot Tone will co-star in the television premiere of "The Little Foxes," to be colorcast on NBC-TV's HALLMARK HALL OF FAME Sunday, Dec. 16 (7:30-9 p.m., EST). Sidney Blackmer, E. G. Marshall and Eileen Heckart also will star in the Lillian Hellman play.

Miss Garson, portraying a "wicked woman" for the first time in her notable acting career in this country, will be seen as Regina Giddens, a power-hungry woman of little conscience. Franchot Tone will enact her long-suffering husband, Horace.

Blackmer will play Regina's unsavory brother, Ben; Marshall will portray another evil brother, Oscar; and Miss Heckart will be the gentle, hard-pressed Birdie, Oscar's wife. Peter Kelley will be seen as Regina's weak-willed nephew, Leo; Mildred Trares as Alexandra, the Giddens' lovely daughter; Lauren Gilbert as Mr. Marshall, Lloyd G. Richards as Cal, and Georgia Burke as Addie.

Mildred Freed Alberg is executive producer of the "Hallmark Hall of Fame." George Schaefer, fresh from recent directorial triumphs of Shaw's "Man and Superman" on "Hall of Fame" and "The Apple Cart" on Broadway, both starring Maurice Evans, will produce

(more)

and direct "The Little Foxes." Otis Riggs is designing the settings. Costumes will by by Noel Taylor. Robert Hartung has adapted the Hellman play.

"The Little Foxes" had its Broadway premiere in February, 1939, with Tallulah Bankhead starred as Regina. It ran over 400 performances and then went on an extensive national tour. It was named one of the Ten Best plays of the year in the annual Burns Mantle collection and shared honors with "Abe Lincoln in Illinois" for the Critics Circle Award. It was made into an equally successful film starring Bette Davis in 1941. Marc Blitzstein set the drama to music and titled it "Regina" in 1949, with Jane Pickens earning new honors in the title role. The operatic version, with Brenda Lewis as Regina, was revived in 1953 under auspices of the New York City Center Opera Company.

Commenting on the highly-charged Hellman work, Richard Watts wrote in the New York Herald Tribune: "In outline, 'The Little Foxes' might be called a psychological horror story, so virulent is its contemplation of a hateful and rapacious Southern family at the turn of the century. By its implications, though, it is more than that. Through its thoughtful indignation, it becomes a scornful and heartfelt parable of the rise of the industrial South in all its ruthlessness, its savage sense of realism and its fine scorn for the older trappings of Confederate romanticism."

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NBC-New York, 11/27/56

NBC A SERVICE OF RCA

November 27, 1956

Attention, Sports Editors

IOWA-OREGON STATE GRID BATTLE IN ROSE BOWL JAN. 1
TO BE COVERED EXCLUSIVELY BY NBC-TV AND RADIO

The 1957 Rose Bowl classic in Pasadena, Calif., matching Iowa against Oregon State, will be covered exclusively by the NBC Television and Radio networks on New Year's Day Tuesday, Jan. 1 (4:45 p.m., EST).

For the sixth consecutive year, this dual coverage on NBC will be sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature. Maxon, Inc., is the agency for Gillette.

The Rose Bowl will be making history in staging its 43rd annual battle. This will be the first Rose Bowl rematch of teams which clashed during the regular season. When they met at Iowa City Oct. 6, Iowa edged Oregon State, 14-13, with two fourth-quarter touchdowns and the all-important conversions.

Both teams upset pre-season forecasts by winning their conference championships this season. Iowa gained its Big Ten Conference title and its first bowl bid by defeating Ohio State, 6-0,

(more)

on Nov. 17. The Hawkeyes are the nation's third-ranking team. Oregon State won the Pacific Coast Conference crown and its second bowl berth by tying Oregon, 14-14, on Nov. 22. The Beavers are ranked 11th in the country.

NBC has been closely associated with the Rose Bowl down through the years. The first coast-to-coast broadcast in radio history was Graham McNamee's description of the Rose Bowl Game between Stanford and Alabama on New Year's Day, 1927.

NBC has had exclusive television rights to the classic since the first coast-to-coast bowl telecast on Jan. 1, 1952. The telecast of last January's Rose Bowl clash between Michigan State and UCLA was viewed by an estimated 50,500,000 persons.

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NBC-New York, 11/27/56

NBC A SERVICE OF RCA

November 27, 1956

18 EMPLOYEES TO JOIN NBC'S 25-YEAR CLUB AT NEW YORK LUNCHEON CEREMONY DEC. 5

Eighteen employees of the National Broadcasting Company will become members of the NBC 25-Year Club at the organization's sixth annual luncheon ceremony Wednesday, Dec. 5 at the Waldorf-Astoria Hotel in New York.

Heads of the various divisions and departments represented by the new members, who this year completed 25 years of service with NBC, will present watches and certificates to the employees. NBC executives taking part in the ceremonies include: Robert W. Sarnoff, President; John M. Clifford, Executive Vice President, Administration; Charles R. Denny, Executive Vice President, Operations; Thomas A. McAvity, Executive Vice President, Television Network Programs and Sales, and Kenneth W. Bilby, Vice President, Public Relations.

The honored employees will be welcomed into the 25-Year Club by B. Lowell Jacobsen, Director of Personnel for NBC.

Entertainment will be provided by comedian Ernie Kovacs, star of NBC-TV's Monday and Tuesday evening "Tonight" telecasts, and Maureen Arthur, singer on the Kovacs show.

The new members, who will bring the Club's total to 149, are:

(more)

Jack Anderson, sound effects technician; Alfred W. Cammann, staff writer, Press Department; Francis G. Connolly, construction man, Engineering Department; Albert W. Frey, supervisor of traffic operations; Thomas P. Gannon, copywright specialist; James Haupt, associate director; William S. Hedges, Vice President, Integrated Services; Frank R. Heitmann, chief electrician; Edward M. Lowell, manager, facilities administration; Walter L. Roe, master control engineer; Wilfred Snow, chief painter; Charles Townsend, manager, film-kine technical operations; Edna Turner, music lyric editor; George Voutsas, director; Edith C. Walmsley, copywright assistant; Hilda Watson, public service programs coordinator; Alfred E. Jackson, manager of operations, WBUF-Buffalo; and Carleton D. Smith, Vice President and General Manager of WRC and WRC-TV, Washington, D.C.

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NBC-New York, 11/27/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

November 27, 1956

TEN TOP DESIGNERS TO SHOW WINTER COLLECTIONS ON 'NEW FIGURES OF 1957' COLORCAST

Ten top designers will predict the new outlines of the feminine silhouette and comment on their Winter collections during NEW FIGURES OF 1957, full-hour fashion show colorcast Saturday, Dec. 8 (NBC-TV, 1-2 p.m., EST). The program will originate at the Colonial Theatre in New York.

Natalie Core, on-camera fashion editor of the NBC-TV "Home" show, will comment on the styles shown, and will introduce and interview those designers who will be present. They are Andre, Ceil Chapman, Estevez, Dave Evins, Molly Parnis, Roxanne, Adele Simpson, Pauline Trigere, Sydney Wragge and Ben Zuckerman.

Costumes to be shown will include a wide variety of styles for Christmas and the New Year from winter sports outfits, travel ensembles, cruise and Southern resort wear and informal entertaining apparel through to the glitter and glamor of formal wear.

This is the second of four similar programs sponsored by Warner Brothers Co. of Bridgeport, Conn., through the C.J. La Roche

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and Co., Inc., advertising agency. The Spring colorcast will be March 2 and the Summer one on June 1.

Kay Elliot and Roger Gimbel are co-producers of "New Figures of 1957," Barry Shear is the director, Trew Hocker the set designer and Guy Kent the costume designer. Eleanor Lambert is the fashion advisor as she was for "Be a Famous Figure" last Sept. 22.

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NBC-New York, 11/27/56

Attention, Sports Editors

NBC WILL TELEVISE WOMEN'S FINALS OF ALL-STAR BOWLING TOURNEY ON "NATIONAL BOWLING CHAMPIONS" PROGRAM

The women's finals of the annual All-Star Bowling Tournament will be televised nationally during NBC-TV's NATIONAL BOWLING CHAMPIONS show Sunday, Dec. 9 (10:30 to 11 p.m., EST) from the Chicago Coliseum.

In addition, the men's finals in the 16th annual All-Star tourney will be telecast on NBC-TV's owned-and-operated stations in Chicago, New York, Philadelphia, Washington, Buffalo and Los Angeles the same night from 11:30 p.m. to 12:30 a.m., EST.

The women's finals will be sponsored by White Owl Cigars, sponsors of the weekly "National Bowling Champions." Young and Rubicam, Inc., is the agency. Brunswick-Balke-Collender Company, will sponsor the men's finals, through McCann-Erickson, Inc.

The All-Star Tournament, considered the "World Series of Bowling," opens Nov. 30, with the country's top keglers competing for the national individual match-game championships. Bill Lillard of Chicago and Anita Cantaline of Detroit are the defending titleholders. An outstanding contender in the men's division is Don Carter, twice a winner of the event,who holds all the individual records on "National Bowling Champions." The leading challenger in the women's division is Marion Ladewig of Grand Rapids, Mich., a five-time All-Star winner.

The winner in the men's division will be featured on the "National Bowling Champions" telecast Sunday, Dec. 16.

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NBC-New York, 11/27/56

NBC RADIO'S ALLEN LUDDEN WRITES SECOND BOOK

Allen Ludden, Manager of Program Planning and Development for NBC Radio, has published his second book, "Plain Talk for Women Under 21!"

The 38-year-old Ludden, whose youth programs have won him a dozen national awards including the Peabody, previously had written a similar book for young men ("Plain Talk for Men Under 21!") It was published last year.

A former high school teacher, Ludden broke into network broadcasting in 1947 as moderator of a WTIC (Hartford, Conn.) radio program for teenagers, called "Mind Your Manners," which won him a number of awards. The series was carried by NBC Radio.

Since then, he has participated in a number of programs for young people. One of the most recent was "Youth Forum," a feature on NBC Radio's "Weekday."

Ludden's two books are aimed at helping young people solve some of their social problems and adjust to the mature world they have suddenly grown into.

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NBC-New York, 11/27/56

NBC SPOT SALES

News

November 28, 1956

NEW BUSINESS AND PROMOTION DEPARTMENT OF NBC SPOT SALES ANNOUNCES THREE STAFF APPOINTMENTS

Two promotion writers and a research analyst have been added to the staff of the New Business and Promotion Department of NBC Spot Sales, it was announced today by Mort Gaffin, Director of New Business and Promotion.

Robert Spero has been appointed to the position of radio promotion writer. He joined NBC in January, 1956, as a member of the guest relations staff. After graduating from Northwestern University, he was a staff writer for Station WBBM-TV, Chicago.

Evelyn Chirello, who was named television promotion writer, was formerly with the Kudner Agency, Inc., as coordinator of station promotion. From 1947 to 1952 she was associated with J. Walter Thompson in New York and Rome, Italy.

Edward Meizels, who joined the staff as a research analyst, came to NBC in July, 1955, as a management trainee. He is an Army veteran and a graduate of the University of Pennsylvania.

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NBC TRADE NEWS
A SERVICE OF RCA

November 29, 1956

NBC URGES ELIMINATION OF EXCISE TAX ON ALL-CHANNEL TV SETS

Elimination of the excise tax on all-channel television sets was urged today by the National Broadcasting Company. The proposal was presented to the Subcommittee on Excise Taxes of the Committee on Ways and Means of the House of Representatives by Joseph V. Heffernan, Staff Vice President of NBC.

Mr. Heffernan declared that this action is needed, not as an aid to broadcasters or to television set manufacturers, but as an aid to providing the public with a nationwide television system based on a multiplicity of stations.

He pointed out that the Federal Communications Commission has declared the development of a truly national television service to be the national policy. He said that this policy, however, is being frustrated because of obstacles facing the growth of a UHF service in this country.

Mr. Heffernan stated that the elimination of the excise tax on all-channel receivers will remove a principal handicap to the development of UHF. "The objective is to make such receivers competitive in price with VHF-only receivers, so that the circulation

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handicap under which UHF broadcasting has labored would progressively diminish," he said.

"If such tax action were taken now, the very prospect of the resulting increase in UHF circulation would give a big lift to the development of UHF," he continued.

The root of the problem, which he said has its basis in the history of television development, was described by Mr. Heffernan as a vicious circle.

"Without audience -- or circulation, as it is called in the trade," Mr. Heffernan said, "a UHF station is starved for revenue. But revenue is the very thing the station needs to provide good programs, meet the competition of other stations and build more circulation."

"This vicious circle," Mr. Heffernan asserted, "which limits the development of UHF has intensified in its effects in deadening the growth of television broadcasting. The disparity in circulation between VHF and UHF has increased each year. The greater that disparity becomes, the greater the handicap television has to overcome if it is to expand in the only area available for a broad expansion -- the UHF."

Mr. Heffernan testified that the FCC's 1952 allocations plan for 1,300 UHF stations has never been realized. Instead, only seven percent of the number of stations contemplated by the plan are in operation today. "As a result, the potential of a nationwide system based on a multiplicity of stations is not being realized, and the public is being deprived of the benefits such a system would provide."

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In urging the elimination of the excise tax in order to make all-channel sets competitive with VHF-only receivers, Mr. Heffernan pointed out that only through the preservation of UHF can the people of this country have the extensive television service which they need and deserve.

He stated that such action not only would help those broadcasters already in UHF but would encourage other television broadcasters to begin UHF telecasting with the easing of the circulation problem.

Gains in corporate income tax collections, due to the increase in UHF expansion, would help offset the revenue lost to the Government on cancellation of the excise tax.

Without this tax action, Mr. Heffernan said, the complete lack of television stations in some parts of the country may never be overcome.

He labeled UHF channels a "precious national resource" but also stated that while the number of radio stations has progressively increased, the growth in the number of television stations has virtually come to a halt.

If Congress approves the proposal for the elimination of the excise tax on all-channel receivers, Mr. Heffernan concluded, "it will give the public the best prospect for a broadly competitive television service in America -- for an economy of competitive choice in the smaller communities as well as the big cities of our country. If that step is taken, it can prove of incalculable value to all the people of the nation."

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NBC-New York, 11/29/56

CARTER PRODUCTS SPONSORS 'NBC NEWS' ON TUESDAY EVENINGS; MONDAY-THROUGH-FRIDAY PROGRAM SOLD OUT FOR REST OF YEAR

Carter Products, Inc., has signed for the sponsorship of NBC NEWS on Tuesday evenings making NBC-TV's Monday-through-Friday news series (7:45-8 p.m., EST) sold out for the remainder of the year, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

Carter's sponsorship, for its Rise Shave Cream and Arrid Deodorant, began Nov. 20 and will continue through Dec. 25. Sullivan, Stauffer, Colwell and Bayles, Inc., is the advertising agency for Carter Products.

In addition to the new Carter order, renewals have been received from two current sponsors of "NBC News." Time, Inc., for its Life Magazine, has extended its sponsorship of the program on alternate Wednesdays for 13 programs effective Jan. 2, and the Sperry-Rand Corp., for its business machines, will continue its Thursday sponsorship for an additional 26 weeks effective Jan. 3.

Young and Rubicam, Inc., is the agency for Time, Inc., and Compton Advertising, Inc., represents the Sperry-Rand Corp. Other sponsors of "NBC News" are the Studebaker-Packard Corp. (Mondays) and Miles Laboratories (alternate Wednesdays and every Friday).

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NBC-New York, 11/29/56

NBC'S 30TH ANNIVERSARY BECKONS STEVE ALLEN'S
"TONIGHTERS" TO FLORIDA'S SUNNY CLIME

New Yorkers may be shivering against Winter's icy onslaught, but Steve Allen and his TONIGHT cast and crew are happily packing swimsuits and suntan lotions in anticipation of their trip to Miami Beach, Fla. to help celebrate NBC's 30th Anniversary.

"Tonight" on Friday, Dec. 14 will be presented from the lobby and poolside of the Americana Hotel in Bal Harbour, site of NBC's four-day Convention. The two previous shows, on Wednesday, Dec. 12 and Thursday, Dec. 13, will originate from the Fontainbleau Hotel.

Allen, musical director Skitch Henderson, announcer Gene Rayburn, and vocalists Pat Kirby, Andy Williams and Steve Lawrence -- plus the show's writers and technical crew -- will leave for Miami Beach immediately after "The Steve Allen Show" on Sunday, Dec. 9.

An advance echelon, consisting of associate producer Nick Vanoff, unit manager Jim Reina and talent coordinator Sam Homsey will fly down a week earlier to iron out technical problems.

Some Florida-based talent already signed for the shows includes violinist Florian Zabach, ventriloquist Clifford Guest and dancers Page and Bray.

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NBC-New York, 11/29/56

A SERVICE OF RCA

EMANUEL SACKS NAMED NBC VICE PRESIDENT IN CHARGE
OF TELEVISION NETWORK PROGRAMS

Robert F. Lewine, Former ABC Vice President,
To Join NBC Television Program Department

FOR RELEASE MONDAY A.M., DEC. 3

Emanuel Sacks has been appointed Vice President in charge of Television Network Programs, it was announced today by Robert W. Sarnoff, President of the National Broadcasting Company. Mr. Sacks will report to Thomas A. McAvity, Executive Vice President, Television Network Programs and Sales.

Mr. Sarnoff also announced that Robert F. Lewine, formerly Vice President in charge of Television Programming and Talent for the American Broadcasting Company, will join the NBC Television Program Department in mid-December. He will be proposed for election as a Vice President at the NBC Board of Directors meeting Friday, Dec. 7.

Reporting to Mr. Sacks, in addition to Mr. Lewine, will be Alan W. Livingston, Vice President, Television Network Programs, Pacific Division, and Mort Werner, Vice President, National Programs.

"The addition of Manie Sacks and Bob Lewine to the television network program organization gives us, in my opinion, the

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strongest programming organization in the industry," Mr. Sarnoff said. "I am confident that it will provide real leadership in the development of the finest TV programs of the future.

"To the program activities of NBC, Manie Sacks brings more than a quarter of a century of experience in the entertainment field, in talent relations and in almost all aspects of the broadcasting business. He has demonstrated his outstanding executive ability as head of the RCA Victor Record Division and in various other key assignments at NBC and RCA, where he is a Staff Vice President. Similarly, Bob Lewine is a proven leader in the field of television programming and I am delighted to welcome him to our company."

* * *

Mr. Sacks joined RCA in January, 1950, as Director of Artists Relations at RCA Victor, and was elected Staff Vice President of RCA in December, 1950. In January, 1953, he was elected Vice President and General Manager of RCA Victor Records, and in August, 1953, in addition to his other two positions, he was elected a Staff Vice President of NBC.

Prior to joining RCA, Mr. Sacks was Vice President and Director of Columbia Records. He had been associated with that company from 1940 to 1950 as head of Artists and Repertoire. For seven years previous, he was associated with Music Corporation of America. Prior to that, Mr. Sacks was in charge of Public Relations and head of the Artists Bureau of Radio Station WCAU in Philadelphia Born in Philadelphia, Mr. Sacks attended Pennsylvania Military College and thereafter entered business in Philadelphia.

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3 - NBC Appointments

A native New Yorker and graduate of Swarthmore College, Mr. Lewine served as a division and gunnery officer in the U.S. Navy during World War II. Upon discharge, he joined the creative staff of Cine-Television Studios, Inc., the first television program laboratory to prepare program concepts and material for advertisers, agencies and broadcasters.

He left his post there as Vice President in charge of Operations in January, 1947, to form his own company, producing television commercials, in addition to serving as Eastern Representative of Dudley Films, Inc., and consultant to Rockhill Productions. He was Director of Radio and Television for Hirshon-Garfield, Inc., from May, 1950, to February, 1953, when he joined ABC as Eastern Program Director. In September, 1954, he was named Director of the ABC-TV Program Department and in January, 1956, was elected Vice President in charge of Programming and Talent. He and his wife live with their 11-year-old son in New York.

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NBC-New York, 11/30/56

November 30, 1956

"TODAY" WEEK-LONG STAY IN FLORIDA TO BE HIGHLIGHTED WITH PARTICIPATION IN NBC'S 30TH ANNIVERSARY OBSERVANCE

TODAY, the National Broadcasting Company's early morning news and special events program starring Dave Garroway, will participate in the network's 30th Anniversary observance during the program's week-long telecast from Florida beginning Monday, Dec. 10.

A highlight of the Thursday, Dec. 13 telecast -- which will originate at the new Americana Hotel, Bal Harbour, Miami Beach -- will be a filmed and narrative account of NBC's news operation in 30 years of broadcasting. The Americana is the site of NBC's 30th Anniversary Convention.

On Friday, Dec. 14 the program will again originate at the Americana, highlighted by a special tribute to the network's 30 years in the field of sports broadcasting.

The entire "Today" cast -- Garroway, Jack Lescoulie, Frank Blair, newcomer Helen O'Connell and chimpanzee J. Fred Muggs -- will kickoff its series of originations from the Southeast coast of Florida in the Palm Beaches.

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On Monday, Dec. 10, the show will be telecast from the Lake Worth shorefront on the Four Arts Building lawn, with the West Palm Beach skyline as a backdrop. There will be a filmed profile showing the civic and industrial growth of Palm Beach.

The picturesque Bahia-Mar yacht basin at Fort Lauderdale will be the scene of the Tuesday, Dec. 11 origination, which will feature aquatic sports, boating and a film showing the majestic network of waterways. "Today's" special guest will be Gov. LeRoy Collins of Florida.

On Wednesday, Dec. 12, "Today" will be telecast from the pool and beach of the famous Dunes Motel in Miami Beach, which will house some 35 members of the program during the Florida origination. The presentation will feature a high fashion show, and a filmed story of the mushrooming motel business. There will also be a remote pickup from the new Jai-Lai Pavilion in Dania where Jack Lescoulie will describe the fast-paced game for viewers.

("Today" is telecast Mondays through Fridays, from 7 to 9 a.m., EST, with a third hour, 9-10, telecast to the Midwest and Far West).

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NBC-New York, 11/30/56

NBC-TV AND RADIO NEWS PROGRAM

RED CHINA'S PREMIER PROMISES TO RETURN NBC NEWSMAN APPLEGATE'S SHIP CONFISCATED IN SOUTH CHINA SEA IN 1953

Because NBC Correspondent Jim Robinson is a blunt young man who does not shy away from accusing the Chinese Communist Premier of grand larceny, another NBC newsman -- Dick Applegate -- is due to recover $30,000 worth of shipping confiscated by the Reds.

It's just one little old yacht and maybe it doesn't represent much when you're dealing in the millions and billions of dollars in international affairs, but Robinson feels it's the principle of the thing.

The NBC man, based in Hong Kong, was covering Communist Premier Chou En Lai on a tour of Cambodia. Tuesday, while having lunch with Chou in Cambodia, Robinson finished off his rice, looked the Chinese straight in the face and bluntly asked, "When are you going to give back the yacht you took away from Dick Applegate in 1953?"

Chou expressed surprise and professed innocence until Robinson reminded him that on March 21, 1953, NBC's Dick Applegate and an INS writer were enjoying a leisurely cruise in the South China Sea when one of Mr. Chou's warships took them into custody, towed Applegate's yacht into port and tossed them roughly into a Cantonese jail.

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2 - Applegate's Yacht

The newsmen, and the ship's captain, were subjected to 18 months of Communist brainwashing before they were finally released two years ago. But the yacht Kert, a converted 43-foot cutter, was confiscated.

Apprised of the full details, Chou told Robinson that he was sorry and gave him his personal promise that Applegate's ship would be returned as fast as the wheels of the Communist bureaucracy could turn.

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NBC-TV NEWS

CREDITS FOR 'THE JAZZ AGE' ON NBC-TV

TIME: NBC-TV, Thursday, Dec. 6 (10-11 p.m., EST).

DESCRIPTION: A "Project 20" event authentically reconstructing the extraordinary 1920s from film of the time. "The Jazz Age" takes its title from the name given the Twenties by F. Scott Fitzgerald, the novelist who was virtually a biographer of the times. It shows America and Americans undergoing perhaps the most profound and exhilarating change in morals and manners in their entire history. It shows the coming of Prohibition and the flapper, the resurgence of the Ku Klux Klan, the rise of the gangs, the burgeoning of the Wall Street Boom, the nation on its giddy bootleg binge. It draws upon more than 100 different film sources, both government and private, here and overseas, in its coverage of the period.

SPONSORED BY: North American Philips Company.

AGENCY: C. J. LaRoche.

NARRATED BY: Fred Allen.

PRODUCED BY: Henry Salomon.

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2 - 'The Jazz Age'

WRITTEN BY:	Henry Salomon with Richard Hanser.
ASSISTANT PRODUCER:	Donald Hyatt.
EDITED BY:	Isaac Kleinerman.
MUSIC BY:	Robert Russell Bennett.
ASSISTANT FILM EDITOR:	Silvio D'Alisera.
RESEARCH BY:	Daniel Jones, Mel Stuart, Judith Greene.

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NBC-New York, 11/30/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE
Dec. 9 - 15

Sunday, Dec. 9

3:30-4:00 p.m., EST -- ZOO PARADE -- Today's filmed program is entitled "Birds of Prey."

9:00-10:00 p.m., EST -- ALCOA HOUR -- "Adventure in Diamonds," by David E. Walker and adapted for television by Jerome Coopersmith; starring Gary Merrill, Viveca Lindfors, Robert Flemyng and Geoffrey Toone.

Monday, Dec. 10

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Miracle at Carville."

8:00-9:30 p.m., EST -- PRODUCERS' SHOWCASE -- Sol Hurok's "FESTIVAL OF MUSIC" -- Program of operatic excerpts and other musical selections. Jose Ferrer will narrate the program. Participating artists are Marian Anderson, Victoria de los Angeles, Boris Christoff, Elizabeth Doubleday, Nicola Moscona, Artur Rubinstein, Andres Segovia, Richard Tucker, and with Alfred Wallenstein conducting.

Tuesday, Dec. 11

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Upper Hand."

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Tuesday, Dec. 11 (Cont'd)

8:30-9:00 p.m., EST -- NOAH'S ARK -- Tonight's episode is entitled "A Girl's Best Friend."

10:30-11:00 p.m., EST -- BREAK THE $250,000 BANK -- With Bert Parks as quizmaster.

Wednesday, Dec. 12

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Love Is a Locksmith."

9:00-10:00 p.m., EST -- KRAFT TV THEATRE -- "Teddy Bear," by James Lee Barrett and starring Michael Tolan and Tom Carlin.

Thursday, Dec. 13

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Captain Brassbound's Conversion," by George Bernard Shaw.

10:00-11:00 p.m., EST -- LUX VIDEO THEATRE -- "Christmas in Connecticut."

Friday, Dec. 14

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Wisp End," starring Gene Raymond, Karen Sharpe and Will Hutchins.

8:30-9:00 p.m., EST -- WALTER WINCHELL SHOW -- Nat 'King' Cole will be on tonight's guest list.

Saturday, Dec. 15

10:30-11:00 p.m., EST -- YOUR HIT PARADE -- Featuring Dorothy Collins, Gisele MacKenzie, Snooky Lanson, Russell Arms, Raymond Scott and His Orchestra.

(more)

3 - NBC Color Telecast Schedule

PLEASE ADD TO DECEMBER COLOR SCHEDULE:

TENNESSEE ERNIE FORD SHOW, Dec. 6 (9:30-10:00 p.m., EST).

and

NAT KING COLE on Dec. 17 (7:30-7:45 p.m., EST).

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Dec. 10	11:25-11:30 a.m.	-- WRCA-TV WINDOW.
		1:00- 2:00 p.m.	-- TEX AND JINX.
through	through	6:45- 7:00 p.m.	-- ESSO NEWS.
		11:10-11:15 p.m.	-- TEX ANTOINE.
Friday	Dec. 14	11:15-11:25 p.m.	-- HY GARDNER.
		11:25-11:30 p.m.	-- PUNCH LINE
Saturday	Dec. 15	11:00-11:15 p.m.	-- SAVARIN NEWS.

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NBC-New York, 11/30/56

YEARNING FOR FURNISHING CAN PAY OFF--ON 'HOME'

Ladies with a yen for new furniture and a clever hand with a pen or typewriter may be able to gratify their fond wishes after HOME (NBC-TV, Monday through Friday, 11 a.m. to 12 noon, EST) announces a contest on New Year's Day for Drexel Furniture.

The contest, which will run from Feb. 15, 1957 to March 15, 1957, will award five prizes each week to some contestant who writes a winning letter describing why she would like to own Drexel furnishings. On Friday of each week, the best letter of the week's five winners will receive a grand prize -- a complete set of furniture for either a bedroom, a dining room or a living room. During the final week of the contest there will be 18 grand prizes. In all, $100,000 to $150,000 worth of furniture will be given away on the program.

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NBC-New York, 11/30/56